

WORK BOOK SEVEN



MOTIVATION

LEARN THE IMPORTANCE OF SELF MOTIVATION

AND HOW TO MOTIVATE OTHERS

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Where Small Businesses Grow

Motivation

“it’s Better than Boasting. Positive and constructive comments about you carry far more weight when they are repeated by someone else. If and when tempted to wax lyrical about your own achievements, stop, count to ten, take a deep breath and ask the listener about their achievements”.

- Tim Meagher

Motivation (Self and others)

Your primary role as a business owner is to make a success of your business and to achieve this success you have to be **Self-Motivated**.

We must immediately recognise the very distinct difference between your personal success and your business success.

A popular measuring tool for personal success is material wealth such as faster cars, bigger homes, exotic holidays, villa in the sun, yacht on the Med with cash in the bank.

Whereas business success can be measured in turnover, profit, number of staff, Size or image.

Before recession we had 489,000 £millionaires in the UK, it is now 280,000. Average worth was £4.5M, split as follows; 34% in shares, 32% in property and 14% in cash.

If your Personal success is to come from your business, it is quite straight forward in that you have to make a success of your business.

Every successful business owner I have met has agreed that the business would not have been as successful without the help and co-operation of others.

Furthermore it is agreed that the business owner must accept the responsibility and the privileged opportunity to motivate the staff.

In order that the business owner has the ability to motivate the staff he or she must have the natural ability to be self-motivated. If we don’t know how to motivate ourselves how can we possibly be expected to genuinely motivate our staff.

Self Motivation

To help with our self-motivation we should use the following check-list:

- Establish and clarify your purpose in life. Remind yourself of your 'WHY'. If this does not inspire you, it is quite possible that you have not clearly identified your real 'WHY', so try again.
- Review your shorter term goals. This may mean re-setting your twelve month, six month or indeed your thirty day goals. You must also tag to these goals or targets some rewards. You must make the goals achievable and believable. These may be seen as stepping stones to your ultimate goal.
- You must now be reminded that you have talents, gifts and unique abilities. You have had some invaluable experiences. One of the tools you were given was the ability to cope with temporary defeats and set-backs.
- You need to re-build and re-fuel that positive belief with a positive mental attitude.
- The gift of choice. You are in total control of your mind and your attitude. Nobody but nobody can make you feel sad, disappointed or frustrated without your permission.
- The greatest core value for continued success is a happy relationship.
- **Go The Extra Mile** in business and at home.

Staff Motivation

When it comes to staff motivation, everyone is different. What motivates one person may not have the same effect on someone else. Motivators have different genders, ages, job roles, financial status,. In fact, a whole host of elements, which differ greatly from one person to the next.

However, although people are motivated by different things, it is believed that businesses can set a level playing field from which to begin the process of achieving more from their employees by increasing staff motivation.

Staff Motivation Factors

These are the elements that will assist in motivating your employees to greater things. Staff motivator factors are based on an individual's need for personal growth and these help to create job satisfaction and ultimately above-average performance.

These staff motivation factors include:

- Interest in the work itself
- Achievement
- Appreciation for their contribution
- Recognition for their achievements
- Responsibility
- Opportunity for advancement
- Growth

In a nutshell, if you want to motivate your employees, firstly you need to get rid of the things that annoy them about the company and the workplace; treat all employees fairly and with respect. Once this is done, give your employees opportunities for achievement, recognise these achievements and then watch them grow.

Appreciation, Recognition, Reward and Penalty

If the company has decided that it wishes to increase performance and to sustain this growth, then this is best achieved with the help, co-operation, enthusiasm, commitment and loyalty of the staff force.

It is universally accepted that all staff are motivated by Appreciation, Recognition, Reward and Penalty (fear of loss).

This commitment and positive spirit from the staff is best achieved by paying attention to these four key motivators.

To achieve this and gain maximum benefit from delivering it, can only be achieved through totally open, honest and reliable **Key Performance Indicators**.

Whilst some staff may resent being measured, there exists a contradiction in terms, that it's just not possible to show genuine appreciation and recognition without measuring individual performance.

It is relevant to note from Staff appraisals and Reviews, that the issue with the single greatest volume of comments was "A lack of Appreciation and Recognition". To address this situation properly we need to measure individual performance.

If we are to show our appreciation to the staff and give them recognition we need to measure their performance.

For a staff member to demand appreciation and recognition based on their claim that "I work very hard" is just not good enough.

Appreciation, Recognition, Reward and Penalty/Continued

One to One Contact

In the event that the company decided to measure and reward staff on various KPI's it is important that these indicators are not limited exclusively to statistics drawn from the system.

Management should continue to rely heavily on the success to date which is based on, their one to one contact and relationship with the staff. Relationships that rely too heavily on electronics and emails are a poor substitute for 'the real thing'.

It is only once the staff have accepted that they are being measured, and understand very clearly what the measuring indicators are, that they will more readily accept and embrace training and development in the desired areas.

It is extremely healthy to be able to say to a member of staff that I would love to be able to show you greater appreciation and recognition and indeed reward, and to enable me to do this you need to do the following.

Staff Development

This is best done on a one to one basis. It is very difficult to develop staff down the line through the use of emails and focusing on systems, procedures and protocols.

We must work hard on catching staff, do great and wonderful deeds. This will earn us the right to get them to respond positively to constructive criticism.

Don't Quit

Poem by author unknown

*When things go wrong, as they sometimes will,
When the road you're trudging seems all uphill,
When funds are low and the debts are high,
And you want to smile but you have to sigh,
When care is pressing you down a bit,
Rest if you must, but don't you quit.*

*Life is queer with its twists and turns,
As every one of us sometimes learns,
And many a failure turns about,
When he might have won if he'd stuck it out.
Don't give up, though the pace seems slow
You may succeed with another blow.*

Don't Quit/Continued

*Often the goal is nearer than
It seems to a faint and faltering man;
Often the struggler has given up
When he might have captured the victor's cup,
And he learned too late, when the night slipped down,
How close he was to the golden crown.*

*Success is failure turned inside out
The silver tint of the clouds of doubt,
And you never can tell how close you are
It may be near when it seems afar;
So stick to the fight when you're hardest hit
It's when things seem worst that you mustn't quit*

Success Story and Positive Mental Attitude

Fauja Singh's translator and coach Harmandar Singh: "Running has given him a new focus in life"

A 100-year-old Briton has become the world's oldest marathon runner after finishing a race in Canada.

Fauja Singh, from Ilford, east London, ran the Toronto Waterfront Marathon in eight hours, 25 minutes and 16 seconds.

The record-holder "hit the wall" at 22 miles but soldiered on for another two hours and finished in 3,850th place, ahead of five other competitors.

Mr Singh, who took up running 11 years ago after his wife and son died, trains every day by running 10 miles.

His coach and interpreter Harmander Singh said Mr Singh was "overjoyed".

"Earlier, just before we came around the final corner, he said, 'achieving this will be like getting married again'. 'He's absolutely overjoyed, he's achieved his lifelong wish."

Born in India in 1911, Mr Singh was a farmer in the Punjab but moved to Britain in the 1960s.

He puts his stamina down to ginger curry, tea and "being happy".

He holds the world record for the over-90 category after running the 2003 Toronto marathon in five hours and 40 minutes. His latest feat earns him another spot in the Guinness World Records.

On Thursday he broke another eight records for 100-year-old men by completing all eight distances ranging from 100m to 5,000m.

Mr Singh said: "The secret to a long and healthy life is to be stress-free and be grateful for everything you have.

**DON'T FORGET TO WATCH THE
"MOTIVATION" VIDEO.**