

PEAK PERFORMANCE

Want to inspire and motivate your associates? Here are some steps you can take

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G.A. Taylor Fernley



To become a PPO (no, not that one — rather, a “peak performance organization”), it is a precondition to hire and retain A players. It is just that simple.

No matter the state of the economy, it is never easy to find A players who possess an insatiable appetite for curiosity and a “lifelong learning” mentality. You need to know, first and foremost, what to look for and how to attract them and then, how to inspire and motivate them as professionals. Here are a few steps your organization can take.

Step 1: Identify stretch goals. PPO associates need to be inspired by their managers to continuously perform at the highest level. They want to be kept on their toes and be challenged. They must want to develop themselves, to achieve the

best they can and, because of this, contribute to the success of the organization — again, lifelong learners.

PPO managers, therefore, should consciously inspire their associates

by giving them interesting work, challenging tasks and increased responsibilities and stressing that they should be proud of their own achievements and those of the organization. They stimulate self-confidence, an entrepreneurial attitude, firmness, a can-do attitude and a winning mindset in associates.

PPO managers raise the performance of their people and themselves by simply setting high standards and stretch goals. It's easier said than done, but it works.

Step 2: Start inspiring associates. There are two main ways to inspire your associates: by changing your own behavior to be more inspirational, and by creating conditions for your associates that increase their motivation. Below are some ideas for both techniques.

Five proven tips on how to begin the process:

1. Be passionate about the goals of the organization, show emotion and generate enthusiasm for these traits in your associates.
2. Be connected with your associates by showing real interest in them and finding out what motivates and inspires them and actively looking for their ideas and opinions.
3. Be (somewhat) unconventional and take personal risks by doing things differently and operating outside “normal” organizational boundaries and outside your comfort zone and letting your associates do the same.
4. Be a good listener with your associates. They have more insight than you give them credit for.

5. Be a great storyteller who is able to package messages in a more appealing format that captivates associates.

Now that you have “inspired,” how do you move on to “motivating” your associates?

That is step three. Below are five proven tips to motivate your people — who are your most valuable unlisted assets.

Step 3: Motivate your associates.

1. Paint your associates an attractive picture of the future of the organization and their place in it. Put another way, explain the “whats” and the “whys” of how their hard work is benefiting the company.

2. Create an environment of trust and openness with management. Be willing to share with them the good, the bad and the ugly of your organization.

3. Give your associates work that challenges and recharges them. Allow them to take risks and learn from the experiences.

4. Provide your associates with the opportunity to get into contact with the beneficiaries of their work (such as the customers). The dividends will be immense.

5. Recognition, recognition, recognition. We never say thank you enough. Recognize your associates' many achievements in public. Let everyone know of his or her achievements and advancements. Do it, and it will motivate that individual but also others around him or her to do better.

Put these 10 tips to work in your organization and watch your performance and profitability skyrocket. <<



G.A. TAYLOR FERNLEY is president and CEO of Fernley & Fernley, an association management company founded in 1886. Reach him at tfernley@fernley.com, or for more information, visit www.fernley.com.