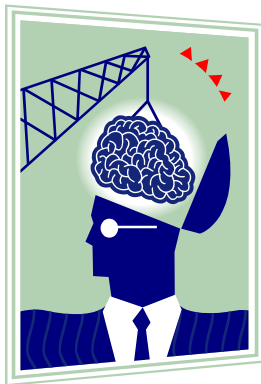


Inspiring Others

Dear Small Business Owner:

Last month, we talked about how to keep yourself inspired. This month, we'll move into how to keep others inspired.

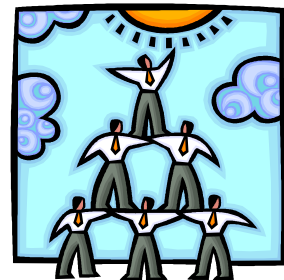


Some may say that you can't really motivate other people; they have to motivate themselves.

While it's true you can't physically get inside another's head and make their synapses fire, I believe there are things we can do to help those around us be more inspired.

As I mentioned last month, one of the primary ways to motivate those around you is to live an inspired life in front of them. But beyond that, what can you as a leader do?

- 1. Help connect people to a compelling and elevating cause. This may sound like it means everyone should be helping to find a cure for cancer, but it can be much simpler. Someone who handles customer contact for your company must understand how every word, every attitude, and every effort they perform is on the front-lines of how the company is perceived by your clients.**



- 2. Offer appreciation regularly. Make this a daily habit to be encouraging to your staff. You say you can't find anything to thank them for? Then it's been so long since you've offered a compliment that you've forgotten how. Get back in the habit. Get back to an awareness of all the good that others do for you daily.**
- 3. Learn how the individuals on your team prefer to be inspired. Everyone is not motivated by the same things. Do they prefer public or private recognition? Do they like to be remembered for little things or big things? Would they prefer going to an educational conference or have a couple extra days off? This will**

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*take extra effort on your part as a manager. Do it the easy way--ASK!
Remember the silver rule (not the golden rule!). "Treat people how they want to be treated, not how you want to be treated!"*

4. **Identify and reduce de-motivating factors. Remember Herzberg's theory? He says there are basic factors that, if they're not met are demotivating factors. When they're met, they are not motivating, but they have to be fulfilled first in order be able to get to a motivating environment. These are things like low salaries, unclear expectations, and poor working conditions. People expect them as a baseline of acceptable conditions. If there is a sign in your office "The beatings will continue until morale improves" please take it down!!**
5. ***Celebrate signs of progress. This means you need to set goals so people know when they are improving. Be like the kid who wants to get measured against the yardstick every month to see if he's grown another inch.***

In these days of full employment, people have a choice where to work. Generally people will work where they feel inspired and appreciated. Make your company a top choice of where people want to work.

If you need help changing your working environment, give **Alpha Business Coaching** a call.



Sincerely,
Lynda Hess, Business Coach

Alpha Business Coaching

Email: lhess@alphabizcoaching.com
Phone: **703-738-4634**
Web: <http://www.alphabizcoaching.com>