

**Agency: The Bamboo Agency**  
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**Article**

**Client:**

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## **Learn Motivational Techniques and Unlock the Secrets to Creating a Money Making Machine for Your Business.**

If you are a business owner, have employees working for you or are a manager in a company directly responsible for the performance of individuals as well as profits, then your understanding of the principals of motivation will not only serve you well, but those whom you manage.

Properly motivated employees work better, feel better about themselves, and ultimately produce better results across the board in all areas of performance, including generating enhanced bottom line results.

Let's take a look at six steps you can implement to begin integrating "motivational concepts" into your work place that taps into the psyche of your employees that helps drive ego, fosters teamwork and maximizes each individual's desire to work as part of a well-oiled money-making machine.

- **Positive Reinforcement with High Expectations**

This can be as simple as a job well done not just privately, but in front of peers. Public recognition is a powerful tool that not only makes the recipient feel good, but it is highly motivating to the worker and even inspires coworkers. The same applies for "thank you's" as well. Acknowledge a job well done in writing, in person and even during meetings and watch productivity, as well as spirits soar.

- **Treating Employees with Empathy and Compassion**

Here's a list of questions that are easy, painless and possess huge personal payoff power when used regularly and sincerely with all your employees.

- "How's the job going?"
- "How do you feel today?"
- "How was your weekend?"
- "What did you do last night?"
- "How are your wife/husband/children?"

A little bit of empathy demonstrated through asking employees a few simple questions coupled with undivided and sincere attention will reap huge rewards by creating a stronger connection with your team. Everyone likes to be asked, "How they are doing and/or feeling? People like to talk about themselves, whether it's sharing a weekend experience, the last great meal they had or their reaction to a new company policy.

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- **Base Rewards on Job Performance**

Sure, higher salaries and big commissions are motivating, but so too are mini-rewards, such as certificates to lunch, dinner and even the movies. Present these during your daily, weekly or monthly meetings with a healthy heaping of public praise and watch spirits raise, performance levels increase and you'll see a beefier bottom line each month. If you're a manager it's bound to get the attention of the boss, and who knows you might find yourself and your family on the President's circle trip to Hawaii.

- **Set Goals, Create Expectation and Performance Levels**

When goals are clear, so are performance levels. Depending upon the nature of the business, the type of service or product your company provides, the production you seek from your staff and the tasks required from the various team players. Goal-setting and assignment reviews can take place as frequently as twice per a day or maybe as infrequently as twice a month. Just as the body's muscles only strengthen when forced to stretch past typical comfort levels, so it is with the achievement of tasks, the attainment of goals and accomplishing higher performance levels. Give an employee a list of ten things to do a day and perhaps five will get done. Always set the bar higher, it gives everyone something to reach for, more gets done, everyone feels good about the accomplishments and it's a win-win for the employee and the company.

- **Satisfying Employee Needs**

Involve others in the development of your goals; tickle the creativity of your staff and your team will reflect a greater commitment to the achievement of your plans. Developing a clear strategy helps to galvanize people and focuses your team on the right actions for success that leads to employee satisfaction.

- Treat subordinates as if they were superstars.
- When you can, bring your team in on tough decisions that affect them.
- Remember the power of public praise.
- Earn employee respect by not criticizing in public
- Show personal concern for their well being

- **Effective Discipline**

Discipline and disciplinary techniques are two separate issues and should not be confused. A disciplined employee and team/staff is one where the employee and team knows [precisely] their job role and expectations; and moreover they work toward accomplishing these goals, the goals you help set for them, whether daily, weekly, or monthly. Obviously a disciplined team/staff is a [more] productive team/staff, and naturally that's what all company owners and managers strive to achieve. Effective discipline on the other hand refers to creating standards or parameters for employee

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performance, or lack of it, whether it concerns personal dynamics and/or interaction(s) or productivity. Clear policies concerning behaviors set the boundaries for behavior(s) that are and/or are not acceptable; your ability to discipline an employee [effectively] has greater overall impact when these parameters are fully articulated in writing.

By implementing the concepts above, you will create a personally rewarding and creatively satisfying environment for your employees to flourish on personal as well as professional levels. A happy employee is a productive employee and that is the secret to unlocking the spicket to the financial faucet that drives every single business regardless of how big or small or type of product or service you offer. From receptionist to sales person to assembly line worker, every individual must feel that they are an integral part of your organization. Your abilities to excite, invigorate and inspire your team members will result in achievements, success and gains that are only possible through the cohesive, singular and focused efforts of a highly motivated business and sales organization.

Elife Counselor will challenge and inspire your employees and transform your workplace into an environment that sizzles with the excitement and energy of a business humming with purpose, focus and a clear eye on bottom line performance.

Word Count: 988