

HOW TO MOTIVATE YOUR EMPLOYEES

**inspire loyalty,
boost productivity,
infect your team with
your vision for growth**



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Introduction

Employee motivation is one of the primary drivers of business growth and the success of any business. How motivated your employees are depends on many factors, some of which may be beyond your control, but for the most part, as the business owner, manager or boss there is a lot you can do to motivate your employees and cultivate a culture of success for the organization.

Why should you go all out to motivate your employees – aren't you paying them?

You want to have motivated employees for a number of reasons:

- Motivated employees are more productive.
- Motivated employees are more creative.
- Teamwork thrives when employees are motivated.
- Customer care thrives when you have motivated workers.
- You need motivated employees to sustain a positive business heritage (or call it growth-oriented company culture) – a business where employees actually like to come to work and provide great customer care, fast service, a great customer experience.
- All of these things drive job satisfaction, and higher profits for your business.

How This Employee Motivation Guide is Organized

In the first section I have listed the top 10 common reasons why your employees could be grouching behind your back. These are the reasons why your employees may be looking to quit the organization, and why you probably don't enjoy the loyalty you desire among your employees.

In Section 2 I will show you 4 ways how to inspire loyalty in your business; and then in section 3 I will give you 7 steps you can take to motivate your employees for a boost in productivity, job satisfaction, and higher profits for the business...

Don't worry; it's just 15 pages... easy as pie!

The Top 10 Reasons Your Employees Aren't Motivated (or Want to Quit)

From an employee's perspective, management often conducts itself in ways that make no sense. When the economy is slow, jobs are few and far in between or people are fearful, staff will tolerate management behaviors and policies that are nonsensical (in their eyes) or they judge are harmful.

But when staff gets together for lunch and they start critiquing management, these are the Top 10 Reasons Why Staff Quit.

10. "My boss is arrogant and believes his own press clippings." As a result, staff feels taken advantage of.

The Point: "Pride is an admission of weakness; it secretly fears all competition and dreads all rivals." – Fulton J. Sheen. Are your employees seeing you as a rival? If they did, this will drive a different kind of motivation, not the enthusiasm you are looking for to grow the business!

9. "My manager micromanages rather than trusting staff to perform."

The Point: Your staff probably hates you and they are looking for ways to resist being over controlled. According to business management gurus, not only are hyper-controlling managers irritating, they are *inefficient* too!

8. "My manager is crushing my drive and desire."

The Point: Hired because they were smart and energetic, the manager is afraid that he/she will not be seen as the shining light (the reason for success) and crushes the very qualities that made the new employee attractive to hire (and desirous of joining).

7. "My boss guesses what is needed without resorting to data or facts."

The Point: Maybe the manager has the facts, but they sure aren't being communicated leaving the impression of "It's my way or the highway." Your staff will choose to leave rather than be abused.

6. "I'm treated like a child."

The point: Look, there are often generational differences between how managers and employees work. Younger workers may have "know-it-all" attitudes and unfamiliar techniques using technology to accomplish tasks. Your employees could feel misunderstood and resent you the manager or boss.

5. "Manager promotes someone from a different function who does understand the job and how to be successful."

The Point: If you did this, your employees probably do not believe they can learn from this person, they judge him/her to be an anchor around their department and they resents that they were passed over for promotion.

4. "My boss is extremely critical."

The Point: It's not good for the organization if the only way your employees interpret that you are pleased is when you are not nagging and nit-picking.

3. "I get ideas lobbed at me with little clarity and I have to figure out what is really wanted."

The Point: Your employees can find themselves caught between a rock and a hard place if they don't know the target of the task or you haven't given them a clear idea of what needs to get done.

2. "I don't have sufficient resources to get the job done."

The Point: Fitting 10 pounds of stuff into a five pound bag is pretty tough. Imagine you're the ten pounds and have to get squeezed in there! Employees often believe they have inadequate resources to get a job done, leading to frustration and loss of motivation.

And the number one reason employees may be so stressed they may even be considering to quit:

"My company is grossly underpaying me."

The Point: Employees can read job ads online and learn what their real value is. As much as they may love you and their work, eventually people realize they need to pay their bills and start to think of leaving.

The short summary...

Your staff, the ones you are mistreating or taking for granted are your competition's staffing solution (just as theirs is for you). Rather than taking their continued employment for granted, motivate them, excite them, coach and encourage them and they will go do anything for you (at almost any price).

Effective Management - 4 Ways to Inspire Loyalty in Your Business or Organization

Today as people become increasingly conscious of their worth, they are no longer willing to stay in a job that has become intolerable and impersonal to them.

This means that in the corporate or business world, it's not enough to have a system in place and expect people to perform and deliver.

Relationships between you and your employees are as important within the organization as they are in your personal life. How you interact with your employees impacts the level of commitment to the business and the work ethic of your employees.

Whether you're an executive, a business owner with employees or an organization with a team of board members, you have a common ground. Your biggest asset is people and the number one key to ensuring that your business runs smoothly is to secure the loyalty and trust of the people on your payroll.

The days of people working for altruistic reasons have long passed. People want to feel appreciated and emotionally

connected and without loyal people at your side, your business will go nowhere and die.

There are very simple ways to keep the loyalty of your workers and co-workers. When you implement these practices, you'll reap substantial benefits for yourself and your business will become strong to weather any storm.

1. Make an effort to know the people who work for you.

When you find a way to get to know your workers and to approach them as individuals, people feel appreciated and become devoted to you.

Most people spend their whole lives trying to get noticed and be someone. This can be very frustrating for them, especially if their efforts remain unnoticed.

Too often, many top managers forget too quickly where they started from. Remember how you once had to slowly work your way up the corporate ladder and how you felt working persistently away in a dingy place. Maybe you even ached to be noticed and get an encouraging word from your former boss. Well, if you did, you're not alone. Other people also long for the same thing you once yearned for.

You may think, well I 'm not a psychologist and my duty is not to hold my workers' hands. Just think again. If you want dedication, you certainly won't get it by refusing to pay attention to those

who work for you. And if that's what it takes, then it's wise to become proficient at it.

2. Be open and straightforward with people.

Show people you care, and tell them what you expect of them. Be upfront and clear about your position in relationship to them and their work. Let them know exactly what they can expect from you in return.

Here are 2 very important things to learn about people and how to get along:

a) **Humility**: No matter how high you may get, without people you are nothing. This is because it's people who made you what you are.

b) **Ingenuousness**: When you hide your true self from people, you end up not knowing your-self.

3. Encourage and support your employees.

In order to encourage people, you need to know their strong and weak points.

Many people have great gifts and talents, but feel timid and are self-conscious as a result of their pre-dispositions or the environment they grew up in. Do yourself and the society a favor and support people to grow and you'll be greatly rewarded in return.

Also save yourself and your business a great deal of unnecessary suffering. Find out what people are truly good at and place them in the position where they feel nurtured and can fully implement their abilities.

When people know that you have their interests at heart, they will naturally strive to apply themselves. This is because people want to belong – to find an identity with the business, the organization, etc. But if they don't find their care and love reciprocated, if you are the owner of the business or the boss, they will start to back off – from you and the business.

4. Go the extra mile, show interest in your workers' families, insinuate yourself in their lives.

This serves two purposes: it is a good way of keeping the path of communication open, and it shows you care for them *as people*. People trust someone who takes the time to ask after them and really listen to what they have to say. One reason why psychotherapy flourishes so well is the attention people get.

I know of some business owners, who make it a point to seek out their employees on their birthdays. One man in particular does a round of his three-storey business building every morning when he gets to work. He says that he checks his workers' lists of names at the end of each day and makes note of the names of birthdays coming up the following day.

The first thing he does the next morning is to go to each "birthday kid" as he calls them, and congratulates them personally! Now that's what I call awesome. Especially since he has 350 employees in his business. Who says you can't find time to be personal with your workers?

He even takes the time to visit his workers at their home when they suffer a loss of a loved one, or if they're absent from work for more than 3 days with an illness. His personal assistant never fails to sing his praise in admiration.

It is no wonder that this man enjoys excellent references and great respect. Which is also portrayed by the profits he makes.

People have natural needs which include acknowledging their existence. If you, as a business owner, forget to cater to these needs, you may end up sitting in a big but empty arena, wondering what went wrong. If, on the other hand, you make time for your employees, you'll be rewarded with great gratitude through, relentless and undying loyalty.

How to Motivate Your Employees – 7 Great Tips

How do you motivate your employees?

First: Motivate yourself.

Are you being all you are capable of becoming? Are you as good a leader as you should be? Are you actively working to become a

better leader – learning, reading, trying to understand your business and how to approach it?

After all, more businesses have been killed by bad leadership than by poor employees.

If you're not motivated, you can't expect your employees to be motivated as well. If you're not actively working to grow, improve, learn, you really aren't setting much of an example for your employees to follow – and example is a powerful motivator.

Second: Help your employees see what benefit they will gain. It may be money, it may be fame, it may be recognition – whatever they want, it's up to you to help them understand how to gain it. As Dale Carnegie wrote, in order to motivate others, help them to understand how it serves them, and what they will gain from it.

In fact I have prepared another guide to help you do just that where providing great customer care is concerned: "[5 Reasons Why Employees Should Concern Themselves With Providing Awesome Customer Care.](#)" The report shows your employees what's in it *for them* to provide excellent customer service.

Download the pdf version and give it to your employees, or you can just give them the link. If you don't, business owners who give this report to their employees will steal your customers! 😊

Third: Get to know your employees. Learn what makes them tick, learn what makes them think the way they do. Talk to them, get to

know their names. Obviously, the bigger the company, the bigger this challenge will become – but at least get to know the people you see on a day-to-day basis. A byproduct of this can be that you will learn more – as you learn to see the world and the business through their eyes, you'll learn different, possibly better ways to do something.

Many companies lose their way because the CEO at the top of the heap only listens to himself – and to the yes-men and brown-nosers he or she surrounds themselves with. As Patton said, *"If everyone is thinking alike then somebody isn't thinking."* That someone might be you.

Fourth: Help them to understand your point of view. Teach them about the financial challenges that face the company. Help them to understand how they can make a difference. Co-opt them into helping you solve those challenges.

Fifth: Set a path they can follow, and help them see the vision you possess – assuming you have a vision. The best leaders help their followers to see their vision – and they have so much enthusiasm about that vision, they light a fire within their followers. Take Winston Churchill as an example: in his nation's darkest hour of the 20th Century, he rallied the country through his stirring speeches, his enthusiasm for the cause, his optimism, and his never-say-die attitude. He had a vision of a Great Britain that could withstand Nazi aggression, and he was not disappointed.

Sixth: Ask great things of your followers. Churchill said this: “It is no use saying, ‘We are doing our best.’ You have got to succeed in doing what is necessary.” As Churchill did, ask great things – and you’re much more likely to get greatness.

Seventh: Remain positive, and expect others to do so, as well. Too many managers try to motivate through fear. Although fear is a powerful emotion, its results are only temporary. Using fear as a motivator only encourages more fear – until your employees are so afraid that they refuse to move.

Always remember that fear breeds fear, courage breeds courage.

This is how you motivate your employees. None of these steps above are hard to implement, but some of them may require a few changes/improvements in your personality – but that’s the whole point. If you want to be great at your business and become a better boss and a happy business owner, you have to become a better person. Only shortcut that I know! 😊

In closing...

Enjoy this report? Did you receive value?

This is actionable information that will grow your business if you take action on it. Normally I would sell this report for a minimum of \$7, maybe more, but I didn’t do that, did I?

However, I won't mind at all if you show your appreciation if you truly received value... Name Your Own Price – or buy me a beer!
Here's the link: paypal.me/webwriter

Recommended resources:

["Negotiate This" book](#)

["negotiate this" audio](#)

Pick up Herb Cohen's "*Negotiate This*" book and the audio version. This book (and the audio version of the book) has all of the great information and anecdotes of his famous Harper Audio program, plus a whole lot more.

Whether you read the book, or listen to it on audio, (you should pick up both the book and the audio program), Herb's really worth listening to.

This impressive – and often hilarious – book from the masterful negotiator, Herb Cohen will teach you how to negotiate your way out of any situation, and how to stay on top of the situation for example in business meetings, how to cajole your employees to live up to their full potential, etc. This information will help you become a better boss, and could save you thousands of dollars over the years...