

DEVELOP YOUR PERSONALIZED
ACTION PLAN TODAY

WIN @ BIZ[®]

Motivate Your
Employees

WORKBOOK

Growth & Business Coach

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WIN AT BIZ® WORKBOOK
MOTIVATE YOUR EMPLOYEES

A TEN E-BOOK SERIES

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Action Step Workbook: Develop an Effective Motivational Program

1. In order to motivate people you need to understand what is important to them; in order to obtain that information, you must ask them. Meet with each employee, and then complete a chart similar to the one below. Remember to engage employees by encouraging them to communicate their ideas—you'd be surprised by the suggestions they can offer for improving productivity and profitability.

Employee Name	Talents Required	Talents Possessed	Do Talents Align?	Personal Wants	Motivational Plan	Ideas to Better Achieve Outcomes
Jim	Mechanical	Loves working with hands	Yes	4-day week Involved in decision-making process Advanced opportunity Further education in field	Develop flex schedule and idea creation recognition Develop profit-based bonus Arrange for learning opportunities	Utilize conveyor line system

2. Make a list of employees whose production or actions are negatively affecting company growth and profitability. Possibly their talents do not align with the talents required for their position. Once you have completed the list, you must decide whether to move them to a new position or move them out of the company.

3. Develop a combination of intangible recognition methods that you can use as motivational tools (e.g., personalized notes, e-mails, face-to-face compliments, education, new job assignments, engage in planning and decision-making.

4. Develop a financial target for your business by determining the critical number that drives the company's profitability (e.g., a specific dollar value such as billable sales that each service truck must generate every ten-hour shift or possibly a dollar value of billable sales that each assembly line generates every eight-hour shift.)

5. Wherever possible, develop a standard target number for each department, or in some cases, each employee. For instance, establish for each salesperson a target number in the form of a quarterly sales goal, the collection department may have a monthly target for the amount of past due accounts over 30, 60, 90, and 120 days; a production worker may have a target number that reflects the number of widgets to assemble every eight-hour shift; working as a team, the data entry department has no more than the current days sales to enter.

6. List the educational points and teaching tools that will be needed to help the employees understand how the company's target number affects profitability.

7. List the educational points and teaching tools that will help each employee to understand how his or her target number affects profitability.

8. Make a list of ideas using numbers for structuring both quarterly and possibly also annual financial rewards for the employees. The financial rewards should be tied to achieving company profitability targets. For instance, pay a quarterly bonus based on a specific percentage of the employee's gross income when quarterly sales or operating profit targets have been hit. Pay a higher percentage bonus if the company has achieved, for example, a 5 percent increase over the targeted sales or profit numbers and yet a higher percentage bonus for a 10 percent increase over the targets.

9. Make a list of tangible recognition ideas for rewarding employees who achieve their target numbers or a specific achievement, such as exceptional customer service, improving quality, generating ideas, etc. For instance, consider tangible recognition such as trophies, plaques, certificates, or recognition games that award gift certificates to the winners.

10. Make a list of methods to communicate the company's monthly progress towards quarterly financial targets and the individual employee's weekly or monthly progress toward their individual target numbers.

11. Make a list of topics to be discussed among the employees at monthly or quarterly meetings. The goal is to engage and empower your employees by allowing them to voice ideas and be heard. For instance, establish new company sales or profit targets and/or new personal target numbers; discuss ideas as to how to achieve these new targets, which may include new tools or additional education.

About the Author

David Gabbert

Entrepreneur, business mentor and growth coach, David Gabbert helps business professionals, business owners, new startups, and students learn how to win at business. Self employed for forty-seven years, founder and owner of four million-dollar-plus businesses, and author of ten Win at Biz® business books, Dave offers free business articles about a variety of proven business strategies which compose the basic building blocks of starting and operating a successful business.

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