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VOLUME 2

INSPIRING
OTHERS

IMPACTFUL NEWS YOU CAN USE

FROM THE EDITOR

“Inspiration” and “motivation” are two words that are often used interchangeably. But should they be? And what is the difference between external versus internal motivation? Throughout my experience, I have found both “inspiration” and “motivation” to be incredibly important factors when desiring an inspired workforce.

Feeling motivated and inspired affects performance and productivity in huge ways! These statistics speak for themselves:

- 70% of associates are less motivated today than they used to be.
- 80% of associates could perform significantly better if they wanted to.
- 50% of associates only put enough effort to keep their job.

Source: “Super Motivation,” by *Dean Spitzer*

IDEA IN BRIEF

Motivation is defined as the *internal* drive to do well, to succeed, to please, to perform, to fulfill a need. These needs drive us, through specific behaviors. Examples include:

- Working an hour late to help a colleague complete a report
- Work through lunch to help your supervisor total some numbers for an unanticipated meeting
- Offer assistance on a major project; you know the system well and feel you can make a difference

Key Point: When we feel motivated with our work, quality performance will usually follow.

External Motivation: The motivation to attain your goal comes from a source outside yourself. You are performing the task because of what you will gain by completing it.

- Great for achieving short-term goals, brainstorming sessions or encouraging participation.
- The downside to them is they don’t usually produce permanent changes, they can reduce intrinsic interest, and they could be perceived as controlling if they are not related directly to the task.

Internal Motivation: Motivation comes from within; determined by values and goals. Doing the activity is the reward. Example:

- Increase weekly workout routine by two sessions - To become more heart healthy and to increase endurance to run in an upcoming marathon.

When trying to achieve a goal, it is often far better to have strong internal motivators over external ones.

Inspiration is when our mind or emotions are stimulated because of a feeling or an activity. When associates are inspired, they produce more positive and better outcomes:

- Productivity - efficiency and quality increases
- Confidence - feel assured and more confident
- Optimism and hope - feel good about their future
- Initiative - sees what needs to be done and does it
- Responsible behavior - more accountable and blame others less
- Enthusiasm - their engaged and enjoy their work more
- Resiliency - able to bounce back from a barrier

The Impact of Inspiration:

“If most businesses increased productivity by only 10%, they would double their profits. This small increase in productivity all goes to the bottom line; doesn’t cost the company anything.” *Peter Drucker, Management Expert*

Successful leaders take the initiative to ensure their direct reports feel appreciated and are recognized for great results, with appreciation and recognition being two of the most powerful forms of motivation. However, what motivates one person may be very different from what motivates another. No one strategy works for everyone.

Reward & Recognition Ideas:

- Trendy coin purse with a note saying, “It just makes ‘cents’ to say thank you and reward you for ‘X project.’” (www.thanks.com)
- Gift card to favorite restaurant
- Gift card for restaurant and theatre for entire family (cuisine & theatre they enjoy)
- Massage gift certificate to favorite massage spa
- Spa Day
- One day of vacation
- Leave early one day, where you know he/she has a busy night planned
- Ask a high performer to give away one responsibility and take on a different one
- Lead a project, discussion or meeting
- Bowling gift card to the only location they bowl at
- Coffee for a week, delivered to his/her desk just before work starts
- A special treat
- Lunch with the boss
- Lunch with all colleagues, BUT the boss
- Thank you card, personalized and hand-written
- E-card saying how much you appreciate him/her
- Recognition in a team/department meeting (providing he/she likes that)

Reward & Recognition Ideas - continued:

- Take a walk and buy him/her a soda
- Go through a lunch line together and tell the cashier in advance you will pay for that person's lunch too
- Tickets to a sporting event for associate and spouse/significant other
- Care package - make it unique to the situation and person
- Cash with a note
- Bonus with a solid reason
- Raise that matches performance evaluation
- Promotion
- Development opportunity; off-site training; cross-training; new responsibilities
- Attend a function in the supervisor's place
- Lead an initiative or an event

CONVERSATION & EVENTS

- I recently presented my keynote entitled, **“The Power of Personal ChoiceSM”** in both Arizona and Colorado. Both were simply terrific audiences! My next keynote presentation is for the Wisconsin State IASA Conference (Insurance Accounting System Association). I'm speaking and also facilitating a break-out session on “Inspiring Others to Be Their Best.” I am really excited for this incredible opportunity!
- ASA World Conference: I was just asked to again speak at American Staffing World's Conference, this year being held in Las Vegas, NV. It is truly an honor to be requested to present again for the largest and most respected staffing conference world-wide.
- Numerous additional events are located under the “Calendar of Events” tab. Please check it out if you would like to hear my message live.
- I recently opened my online store so clients and interested individuals can purchase inspirational items for either themselves and/or their teams. Lift someone's heart today with a small token of appreciation. It doesn't take a lot, but means so much. You can find these products under the “products for purchase” tab or by simply going to: store.thinkimpactsolutions.com
- LinkedIn: It's an excellent tool to stay in contact with colleagues, friends and new professionals through various groups, who continue to share tremendous knowledge and resources. Feel free to connect with me if you are interested. Simply go to my “Let's Connect” page on my website at:
<http://www.thinkimpactsolutions.com/letsconnect.html>.