



79 Motivating your team

What is a motivated team?

This is a team that has the consistent energy, enthusiasm and focus to make things happen. They share a vision for the future which inspires them. They are committed to the achievement of team goals. They feel important and valued members of the team. They pull together and feel good about what they are doing each and every day. They feel excited to be part of something that is growing and moving forward.

Why is it important?

The energy and enthusiasm of your team is vital to your productivity and great customer service. A team which feels motivated will give more and achieve more. Their energy is the fuel that is needed to move forward. Your business is only as good as the people who operate within it. In many cases your people are your business. The better they feel, the more likely they are to be efficient, effective and creative. It is in your interest to ensure that you do everything you can to sustain their motivation and commitment. People will work harder and show more loyalty when they feel appreciated and valued for their contribution.

Your challenge

It can be easy to take your team for granted and to expect them to just do their job because you pay them to do it. Every team will need to be inspired by their leader.

Handing out a Christmas bonus is a nice gesture but it is not enough to sustain long-term motivation. Your team will be affected by the way you communicate your expectations to them. Your challenge will be to consider what you can do to ensure that you create a team atmosphere that is a pleasure to be part of.

How to motivate your team

- Take time to communicate your vision for the business to them.
- Emphasise the importance of their role.
- Involve the team in your planning process – remember people support that which they help to create.
- Help them to set meaningful goals and objectives.

- Praise their hard work and achievement.
- Hold regular short meetings which keep the focus and recognise success.
- Recognise and reward results.
- Provide an opportunity for some healthy competition.
- Thank individuals for their contribution regularly.
- Smile.
- Organise the occasional team social and have fun.
- Provide learning opportunities.
- Care.

HOW MOTIVATED IS YOUR TEAM? – SPECIAL RESPONSE CHECKLIST

- ▶ How would you rate the level of motivation your team has?
- ▶ How do you know when they are motivated? What do you notice?
- ▶ How do you know when they are demotivated?
- ▶ What impact does the motivation of your team have on your monthly results?
- ▶ What could you do differently to add spark to your team's energy and enthusiasm?
- ▶ What about arranging a team day or evening out? What could you do?

How to use this information

As the business owner you may be the natural team leader. Be aware of the impact of your leadership style on the team. Is your behaviour inspiring or not? You do have an influence over your team's different levels of motivation and there is a lot you can do to make a difference.

Think team and harness its power and energy