

Seven Ideas For Motivating The Workforce

Personal recognition is one of the most effective ways of motivating employees toward top-notch performance. Author Don Martin offers these strategies:

1. **Confer meaningful titles.** It costs little to give an employee a title and provides recognition by making a statement within and without the organization. The key word, though, is meaningful. The employee and others will recognize when titles are hollow.
2. **Build quality circles.** This is a way of telling achievers that they have earned their way into a select group of players--the very way pro bowls and all-star games do in sports. Many companies offer benefits and other tangible incentives along with status and recognition.
3. **Create an honor wall.** Achievers are recognized by having their names added to publicly placed plaques or having their photographs included in an honor wall. Some companies formalize this honor by holding induction ceremonies.
4. **Report achievements in the company newsletter.** This doesn't necessarily mean reporting only the obvious milestones, such as promotions and top sales performances. Features that herald "unsung heroes" also are effective.
5. **Reward with "perky perks."** These are little touches, such as presenting embossed business cards, personalized note-pads, and unique desk accessories. They cost little but help set an employee apart.
6. **Offer wall plaques and framed certificates.** Presenting these awards at public ceremonies is an effective way of recognizing good work. Recipients usually display these - providing ongoing motivation.
7. **Provide the personal touch.** Don't underestimate the value of a personal note or word of thanks or appreciation. ♦



~ Don Martin, *TeamThink*, Dutton/Penguin Books USA, Inc., 375 Hudson St., New York, NY 10014

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