



CapozziGroup Instructs. Motivates. Communicates.

Motivating Your Staff

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Objectives

1. Define what motivation really is
2. Review three types of motivation
3. Discover the benefits of rewarding and recognizing employees
4. Compare “engaged” employees to “disengaged”

Seven Objectives

(continued)

5. Review top 10 motivators
6. Identify strategic ways that leaders motivate and inspire
7. Determine different motivators that can be used to match the individual needs and wants of your team

Motivation



Person 1: Clinch a fist

Person 2: Motivate them to open it

Motivation

Motivation
Motiv a tion

Motivation
Motiv a tion
Motive action

Motivation

Motiv a tion

Motive action

Motive with action

Which of
you
is worthy
of my
daughter's
hand?











**“I wanna know the
name of the boy who
pushed me in the
swimming pool!”**

Motivation

Not all people are
motivated in the
same way.



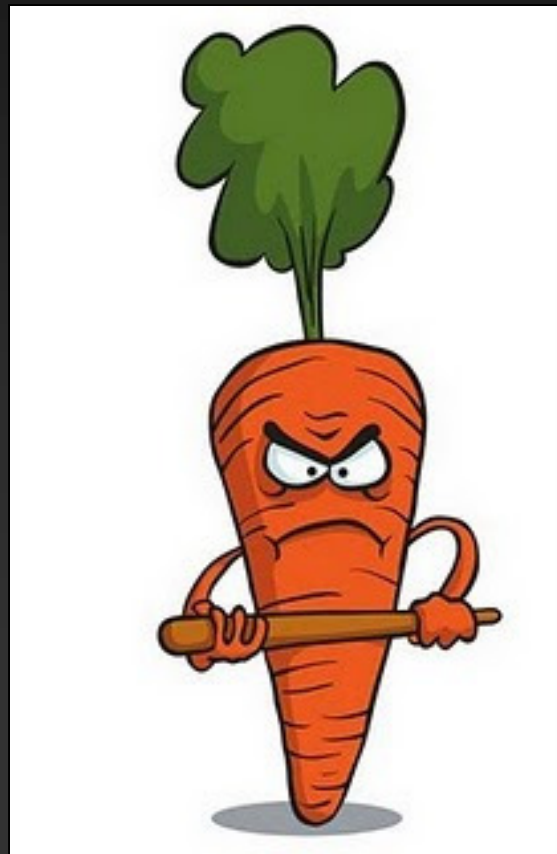
3 Types of Motivation

1. Incentive Motivation



3 Types of Motivation

2. Fear Motivation: The stick without the carrot



3 Types of Motivation

3. Self-Motivation: That drive from within



Self Motivation

The Bucket List



Ponder For A Moment

- Which type of motivation has been used most frequently on you?
- Which type of motivation do you tend to use most frequently?
- To what extent is it context relevant?

*The #1 reason people
leave their jobs:
They don't feel
appreciated.*

Tom Rath & Don Clifton in "How Full Is Your Bucket"

Gallup Press, New York, 2005

*A study found that
negative employees
can scare off every
customer they speak
with – for good.*

Tom Rath & Don Clifton in "How Full Is Your Bucket"

Gallup Press, New York, 2005

*65% of Americans
received no
recognition in the
workplace last year.*

Tom Rath & Don Clifton in "How Full Is Your Bucket"

Gallup Press, New York, 2005

*“9 out of 10 people say
they are more
productive when
they’re around positive
people.”*

Tom Rath & Don Clifton in “How Full Is Your Bucket”

Gallup Press, New York, 2005

Those Who Receive

Recognition

- Increase their individual productivity
- Increase engagement among their colleagues
- Are more likely to stay with their organization
- Receive higher loyalty and satisfaction scores from customer
- Have better safety records and fewer accidents on the job

Engaged vs. Disengaged

Engaged



Engaged vs. Disengaged

Disengaged



Engaged vs. Disengaged

Actively disengaged



Engaged Employees

“Engaged Employees work with passion and form a profound connection to the company. They drive the innovation and move the company forward.”

Disengaged Employees

“Disengaged Employees are essentially “checked-out” most of the time. They are sleepwalking through their day, putting time in but not passion or energy into their work.”

Actively Disengaged Employees

“Actively Disengaged Employees aren’t just unhappy at work; they are busy acting out their unhappiness. Often these workers undermine what their engaged co-workers accomplish.”

Engaged vs. Disengaged

- 29% Engaged
- 54% Disengaged
- 17% Actively
disengaged

The disengaged probably
didn't start out that way.

Individual Consideration



There is no single method to motivating everyone; cater your actions to the people you are engaging.

Top 10 Motivators

1. Public praise/recognition
2. Opportunity to show off a winning call
3. Shared customer feedback in which they have made a difference
4. Earned extra paid time off
5. Available retraining; personal development

Top 10 Motivators

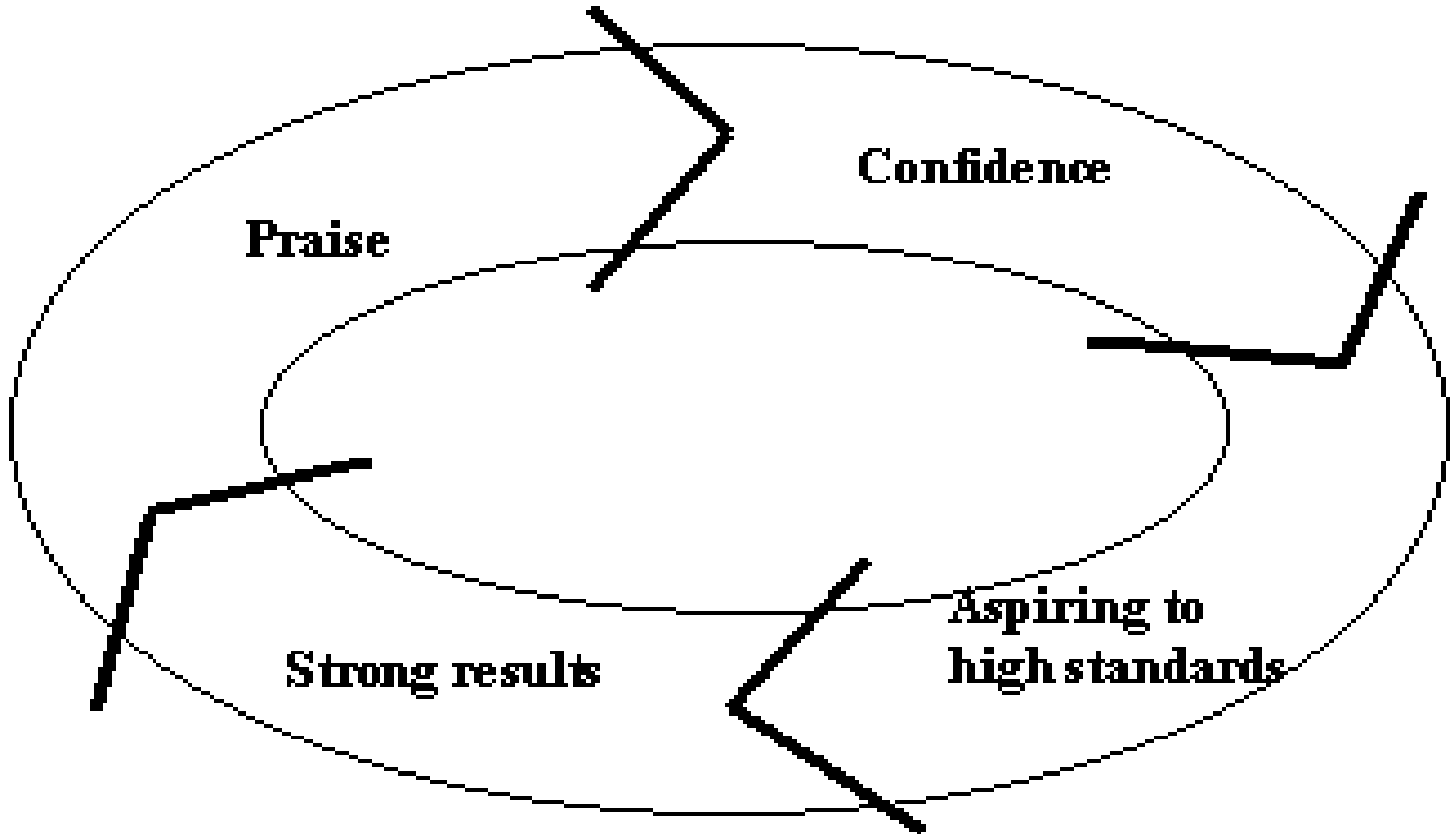
6. Respect as a viable part of the organization
7. Requested to mentor a new hire
8. Requested for special project work
9. Top notch info systems
10. Bright, comfortable surroundings

Source: Human Technologies Global, Inc.

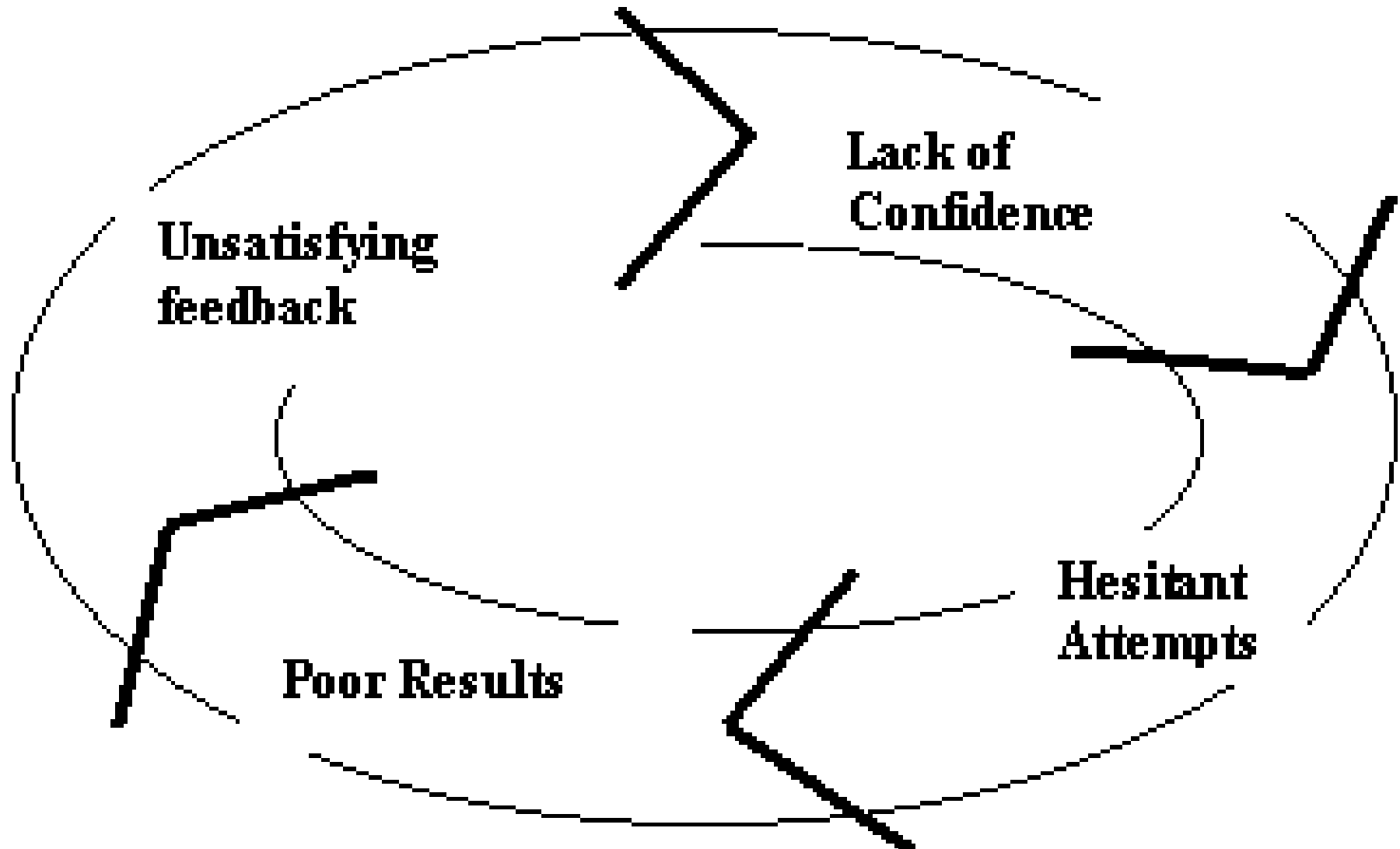
Cycles of Motivation

They are cyclical and
can go in both
directions.

Cycles of Motivation



Cycles of Motivation



Influencing Others

29 May 1952 -- Sir Edmund Hillary (with Sherpa guide Tensing Norgay) were the first to summit Mount Everest



Influencing Others

6 May 1954 -- Roger Bannister broke the 4-minute-mile (with the pace-setting assistance of his teammates, Chris Brasher and Chris Chataway)



Influencing Others

27 August 1955 -- Norris McWhirter co-founded with his twin brother, Ross, and Sir Hugh Beaver a journal of world records (Guinness Book of World Records)



Self Reflection

- Who am I motivating?
- Who should I be motivating?
- What is the potential impact?
- Who motivates the motivator?

Thank you!

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