



## DIFFERENT FOLKS – DIFFERENT STROKES; HOW TO RE-ENGAGE UNMOTIVATED EMPLOYEES

There's a popular saying that business owners must aim to have the 'right people on the bus' meaning the right employees in their team to be successful. This implies that employees are either right or wrong. If you follow this mantra, as many business owners do, you will keep firing and hiring until you find the 'right people.' If you find yourself continually hiring people who turn out to be wrong, perhaps you are not allowing for the fact that what motivates you won't necessarily motivate the next person. Therefore a workplace tailored towards the needs of one person won't bring out the best in others.

The word motivation literally means 'a reason to move,' and every movement we make has a reason behind it: we sleep when we are tired, we eat when we are hungry and we drink when we are thirsty. At work, most people are motivated by one of more of the following:

### Achievement and Growth

People motivated by this need want to use their talents for success. They desire to grow through learning new roles or educating themselves. Provide challenging projects suited to their skills and they will constantly achieve.

### Money

People motivated by money desire to earn substantial income. Give these people remuneration systems that reward achievement, bonuses that reward exceeding expectations, or an open ended commission structure based on performance.

### Teamwork

People motivated by this need enjoy being part of a successful team. They enjoy interacting with people, group projects motivate them, as does the social aspect of the workplace.

### Power or Ego

People motivated by this need enjoy controlling and influencing others. They thrive on making decisions and being in a position to lead and direct others. Beware of enabling this desire too early, however, as wanting power does not necessarily make someone a good leader.

*According to a survey by the Gallop organisation of employee satisfaction. Only 25% of employees are 'engaged' in their job. It is estimated that unmotivated employees cost business billions of dollars every year.*

### Approval

People motivated by the need for approval need recognition and praise. Give them positive feedback and public recognition of their achievements and contributions. Ensure that this feedback is genuine

as these people will easily spot a fake.

### Security

People motivated by security want a steady income, solid benefits and a stable workplace. Give these people an attractive starting salary and a comfortable work environment with low risk. Try to avoid placing these people in positions where income is primarily performance based or in commission only roles.

### Independence

People motivated by this need want autonomy and freedom to choose their own work hours and love to work alone. These people will enjoy roles like being a mobile team member and may desire opportunities to work from home.

### Stability

People motivated by a desire for stability want to work in a position where there is minimal disruption and change. Do not place them in roles where change is rapid or day to day duties are radically different. Their ideal is a stable role with set schedules and minimum disruption.

### Equality

People motivated by this need desire fair treatment. They will analyse and compare their duties, work hours, salary, and benefits to those of other employees and may become disenchanted if they regard themselves as disadvantaged.

If you are concerned about the motivational level of a particular employee, take some time to honestly assess what you think motivates this person. If you aren't sure, analyse their work habits, identify their strengths (which are often related to key motivators) and have a conversation with them. When you have learnt what gets this person going, it is time to be innovative. You need to structure their role and rewards to match their needs.

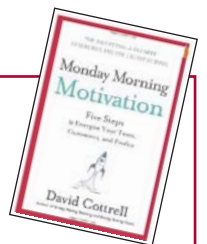
### BUSINESS BOOK OF THE MONTH

Monday Morning Motivation


Resurg Rating: ★★★★★☆

Author: David Cottrell

Monday Morning Motivation: Five Steps to Energize Your Team, Customers, and Profits provides a step-by-step program offering business leaders tools to maximize company potentials. By investing just one hour every Monday morning for ten weeks, leaders can successfully redirect an organization's energy and achievement. Each chapter ends with a summary of key points, discussion questions and a to-do list. Practical and informative, this book will inspire leaders and give them tools essential for motivating their teams.



## NEW PERFORMANCE GROUPS

How the locals like it. 

Congratulations to IGA Victoria who held their first Performance Group in Geelong earlier this month. The first meeting was hosted by Champions IGA and their group visited their store in Grovedale East (pictured below).



Attendees were

Michael Daly, Brendon Goddard, Murray Gniel, Jason Seipolt, Steve Miller, Alan Fisher, Mandy O'Keefe, Dianne Hill, Charlie Duynhoven, Brad Pitt, Colin Cleary, Ben Ryan, Andrew Maud

## BIG4 GROUP VISIT NEW ZEALAND



BIG4 Group2 are our only group to feature a member from another country. Lake Taupo Top 10 holiday resort (pictured above) is part of the group and business owner Lloyd Lusty was thrilled to welcome the group for their most recent meeting, earlier this month. After a fantastic two days many group members finished off with a visit to Huka falls, pictured below...



## HAVE YOUR SAY...

We are always keen to hear your thoughts on your Performance Group, whether it's good, bad or just an idea. Follow the link below to complete a quick online satisfaction survey [http://www.surveymonkey.com/s/Performance\\_Group\\_Survey](http://www.surveymonkey.com/s/Performance_Group_Survey)

## NEW BIG4 HOLIDAY PARKS CEO GOES UNDERCOVER



Ray Schleibs has begun his role as chief executive officer of the BIG4 Holiday Parks franchise group in a very unconventional way.

Schleibs, who joins the group after two years as principal of Sydney-based services, tourism and hospitality consultancy firm, i imagine, went undercover at four BIG4 Parks as part of the TV series, Undercover Boss.

Following filming, Schleibs will relocate from Sydney to BIG4's head office in Melbourne and will officially start as CEO on 15 November.

Schleibs has also worked as managing director at Australian Tourism Promotions, and has over 24 years experience in the global tourism and travel industry.

*"The decision to join BIG4 Holiday Parks was an easy one to make," he said. "With such an established brand in the tourism industry, and the caravan and camping industry growing every day, it will be an exciting time to help develop the brand even further. From a business perspective I have some great ideas as to how to make this already successful group even better and I am really looking forward to getting behind the desk and putting them into practice."*

Undercover Boss premieres Monday 18 October at 8.30pm on Channel Ten and will see Domino's Pizza CEO, Don Meij, donning a disguise and being part of the day-to-day operation of the pizza franchise. – Source: Franchise News

## PERFORMANCE GROUP CALENDAR NOVEMBER 2010

3rd & 4th November	Supa IGA QLD	Brisbane
3rd & 4th November	HWT QLD	Brisbane
3rd & 4th November	Thinkwater Pilot Meeting	Sydney
4th November - 11am	Jetset Group 1 Conference Call	1800 857 029, 90673653#
9th & 10th November	BIG4 Group 1	Renmark
9th & 10th November	IGA VIC Central	Bendigo
10th & 11th November	Travelscene American Express SAWA	Adelaide
11th & 12th November	CRT VIC1	Dimboola
16th & 17th November	IGA VIC Metro	Melbourne
17th & 18th November	IGA NSW	Erina
18th & 19th November	Travelscene American Express NSWVIC	Sydney - Resurg
23rd & 24th November	Professional Golfers Association	Sydney
24th & 25th November	BIG4 Group 3	Bungalow Park
26th November	CRT NSW Group 1	Junee
29th & 30th November	Best Practice Group	Gold Coast

## NEW GROUPS FOR NOVEMBER



Think Water will be holding their first Performance Group meeting in Sydney next week.

Think Water (formerly the Independent Water Group) is a leading national network of independently owned water services businesses.

They specialise in the design and implementation of the most water efficient irrigation and water management programs for clients across all sectors and all regions of Australia. Find out more at [www.thinkwater.com.au](http://www.thinkwater.com.au)