

WAKE UP!
I WANT TO TALK TO YOU!

About the title: I hope you don't find my newsletter title too bold! I once had a dream where a voice called out to me, "Wake up, I want to talk to you!" The dream turned out to be my inspiration for finding new ways to approach business, so it has great meaning for me.

Motivation Management is Key to Long-Term Success

Hi and welcome to the first edition of my monthly newsletter. I promise one thing—the articles and the format will be short and, I hope, sweet enough to earn your attention for a few minutes in your busy day.

For starters, I want to talk to you about the motivation aspect of your business. What is that, you say? I define it as containing these elements--creativity and innovation, personal and group motivation, goal creation, goal achievement, and group alignment. The first issues of this newsletter will concentrate on these elements and why building a programmed strategy based on what I call Motivation Management is absolutely essential to your company's future success.

You know the scenario. It's quarter-end at your public company and the numbers aren't there. Every manager and staff member is expected to be at their work (battle) station, doing magic tricks to somehow find the missing sales or cutting the expenses that will contribute to the quarterly results. The atmosphere is intense, everyone must focus, focus, focus. Numbers are reported every hour, in the hope that a miracle has occurred. The result? Sometimes you make the miracle happen, most times probably not.

Does anyone really enjoy this? Of course not. So, I challenge you to start thinking about your business strategy in a different way. Building a program around the motivation elements will allow you to avoid the scenario I've just described by building a long-term strategy that will take care of both short and long-term results. And if you do find yourself in a crisis, your people will be more relaxed, motivated, focused, and prepared to come up with solutions. In today's newsletter, we will focus on one element of the Motivation Aspect, creativity.