Ronald Reagan once said, “Where there is genuine encouragement, people excel and succeed, not because they are told to but because they want to.”

After every Olympic competition, the press interviews gold medallists. A reporter usually asks them the secret of their success.

Champion after champion replies, “I couldn’t have succeeded without the encouragement of my coach, mom, teacher, spouse or friend – the one who kept believing in me.”

Accurate, appreciative feedback elicits positive feelings, and positive feelings ignite the quest for excellence. A recent survey by the Gallup Organization – Fortune 500 Companies concluded that individual productivity and organizational high performance are profoundly enhanced in a working environment characterized by consistent positive energy and encouragement. “Give Encouragement: Catch People Doing Something Right” is the model sitting on the desk of one CEO who understands that productivity and profit margins increase when there is consistent encouragement.

In part, Disney’s success is the result of the way they treat their employees. Walt Disney knew you couldn’t have a supervisor yelling in the back room and expect employees to walk though the front door to greet guests with a big smile as if nothing were wrong. The Disney Corporation ensures staff has fun and is treated well “in the back room.” Their success depends on it!

George Bernard Shaw in his famous Pygmalion observed, “If you treat a girl like a flower girl, that’s all she will ever be. If you treat her like a princess, she may become one.”

Andrew Carnegie lived by that philosophy. At one point forty-three millionaires worked in his company. When asked how he was able to hire so many wealthy people, Carnegie enthused, “They were not millionaires when they came to work for me. They became millionaires while working with me.” Then he added, “When you work with people it’s a lot like mining for gold—you move tons of dirt to find a single ounce of gold. However, you’re not looking for dirt, you’re looking for gold.” Carnegie added, “I always look for the gold in my people.”

A wall hanging in Lee Iaccoca’s office read, “WE LIVE BY ENCOURAGEMENT; WE DIE WITHOUT IT, SLOWLY, SADLY AND ANGRILY.” All over this country aspiring business people are discovering encouragement as one of the keys to success. It could even be the bottom line.
THEY BELIEVED IN ME

The key to effective encouragement is believing in someone and then taking action to help that person be his or her very best. “Who believed in you?” asked a management seminar leader. One 60-year-old participant shared his story. “When I was a teenager I took care of mowing the neighbor’s lawn. When they got ready to go on a three-week vacation, they told me they were leaving me in charge of the whole place. When they gave me the house key, I felt something I’d never felt before. They believed in me. They trusted me, and that made me want to do the best job possible. And I didn’t disappoint them.” DON SHULA

ENCOURAGING TOP PERFORMANCE

Encouragement works in the workplace. Harry Overstreet in his book, “Influencing Human Behavior”, writes: “the best piece of advice which can be given to would-be leaders, whether in businesses or in the home is, ‘First, arouse in the other person an eager want!’ He who can do this has the world on his side. He who cannot walks alone.”

SIX IMPORTANT WORK-PLACE ENCOURAGERS INCLUDE:

1. SELF-RESPECT – People must be treated as an individual, not a “worker”. They are people and if you treat them with respect, you’ll have their loyalty.

2. SELF-EXPRESSION – We live in a democracy and none of us should feel we surrender that when we enter the workplace. “What is your opinion?” are the most powerful four words that a leader can use.

3. RECOGNITION – Colleagues need to discover that top-notch work will be noticed, appreciated and rewarded.

4. TEAMWORK – Team members must be involved in all parts of the process, every step of the way. Especially where change is involved, every person affected by the change must be involved in the change process.

5. EMOTIONAL SECURITY – Management must create a climate in which employees “trust” their superiors and can relax in the knowledge that they will be treated fairly and loyally.

6. ECONOMIC SECURITY – Workers should feel that their time and effort is fairly rewarded.
THEY BELIEVED IN ME

best job possible. And I didn’t disappoint them.

before. They believed in me. They trusted me, and that made me want to do the

whole place. When they gave me the house key, I felt something I’d never felt

to go on a three-week vacation, they told me they were leaving me in charge of

I was a teenager I took care of mowing the neighbor’s lawn. When they got ready

SIX IMPORTANT WORK-PLACE ENCOURAGERS INCLUDE:

cannot walks alone.

person an eager want!

be leaders, whether in businesses or in the home is, ‘First, arouse in the other


ENCOURAGING TOP PERFORMANCE

The key to effective encouragement is believing in someone and then taking

management seminar leader

action to help that person be his or her very best. “Who believed in you?” asked a

The Wall Street Journal recently carried an

to practice. Over a period of time these tips

Simple tips? These are easy to read, harder

to practice. Over a period of time these tips

• Cooperate. Try to make a colleague’s

to adjust your agenda.

goes up when workers laugh.

• Honor the time of others. Respect

• Honor the time of others. Respect

subordinate. It must be a team of winning individuals.

The golden rule still stands “Do unto others exactly as

you would have them do to you.” Respect is the bedrock of

5. Recognize, praise and reward

Effective leaders understand that people work for money, but

enormous motivation comes through genuine recognition of

a job well done.

6. Handle criticisms effectively

Do not ignore criticism. Effective leaders listen to criticism

and act accordingly. When employees see responsive

leadership they are encouraged to work towards excellence.

CONTINUED ON 4TH PAGE

• Make a list of everyone who works with

your. Before the week is over tell each

one personally what he contributes to

the team.

• Communicate good news by way of a note.

• Catch staff doing something right and

affirm it.

• Brag of your colleagues in front of

others.

• Ask the question, “What is your

opinion?” Listen!

• Set high standards. People relish high

performance standards.

• Honor the time of others. Respect

schedules and appointments.

• Have fun! It’s a fact that productivity

goes up when workers laugh.

• Cooperate. Try to make a colleague’s

day easier by adjusting your agenda.

Simple tips? These are easy to read, harder

try “to walk in their shoes for a mile.”

Lee Iaccoca says the key to successful leadership is causing

people to want. Maybe this dad was on to a great type of

motivational encouragement.

The story is told of a loaded station wagon that pulled

into the only remaining campsite. Four youngsters leaped

from the vehicle and began feverishly unloading gear

and setting up a tent. The boys then rushed off to gather

firewood, while the girls and their mother set up the camp

stove and cooking utensils.

A nearby camper marveled to the youngster’s father, “That

sir is some display of teamwork.” The father replied, “I

have a system. No one goes to the bathroom until the

camp is set up.”

Lee Iaccoca says the key to successful leadership is causing

people to want. Maybe this dad was on to a great type of

motivational encouragement.

TEN WAYS TO ENCOURAGE PEOPLE

Stuart Levine in his book, “The Leader In You” suggests ten

effective ways of encouraging people around us.

1. Express genuine interest in them

People don’t care about how much you know until they

know how much you care.

2. See things from the other person’s point of view

Get beyond yourself to discover what’s important to someone

else. Really do try “to walk in their shoes for a mile.”

3. Team up

The lone ranger is no longer successful. The modern

organization cannot be an organization of boss and

subordinate. It must be a team of winning individuals.

4. Respect others

The golden rule still stands “Do unto others exactly as

you would have them do to you.” Respect is the bedrock of

encouragement.

5. Recognize, praise and reward

Effective leaders understand that people work for money, but

enormous motivation comes through genuine recognition of

a job well done.

6. Handle criticisms effectively

Do not ignore criticism. Effective leaders listen to criticism

and act accordingly. When employees see responsive

leadership they are encouraged to work towards excellence.

CONTINUED ON 4TH PAGE
A tiny tot, just two and half years old, was walking with his father after a very heavy Christmas Day dinner. When they had walked about two blocks the youngster stopped, looked up with a smile and said, “Daddy…. if you say please, I’ll let you carry me.” Now who could resist this gentle encouragement? Take a lesson from children on how to practice effective motivation.

7. Create and maintain a positive mindset
A negative atmosphere drains motivation. Critical, mean spirited leaders will squelch productivity and achievement. Aim for a positive, solution-oriented atmosphere.

8. Equip and train
One of the great encouragers is a leader who believes in employees enough to provide training and skill development.

9. Keep people informed
The free flow of information encourages. Secrecy and rumor discourages. Involve people in every process of change and development.

10. Share the victory
When success has been attained, never hesitate to share the praise. Remember teamwork and team victory encourages repeat performances.