



## MOTIVATION

*"If you can dream it, you can do it"--Walt Disney*

People often think that money is the most important and only motivating factor for employees. However, many studies show that the top motivators for employees are respect, sense of accomplishment and recognition. Money is important, but it only ranks 5th or 6th on the list. Here are a few things you can practice in order to keep the motivation in your company in check:

**1. Involve people.** Employees want to be involved in the development and progress of their company. By allowing them to get involved, you gain valuable insight, faster buy-in and less resistance when implementing changes.

**2. Communicate.** Employees expect regular feedback on their personal performance. Provide them with regular updates via e-mail, phone or one-on-one meetings. It is also essential to give employees feedback on their behaviour. This will give them the opportunity to make the necessary corrections prior to their official performance reviews.

**3. Celebrate good performance.** Make

it a point to recognize excellent individual performance by sending a thank you card, sharing an e-mail with the team or recognizing the employee in the company's newsletter. You can also go the extra mile and recognize team performance by posting performance charts on the wall or throwing a surprise company party.

**4. Set challenging goals.** If you set challenging goals, provided that the goals are realistic and attainable, your team will work hard to accomplish them. Communicate those goals and keep your team informed of the company's progress towards them.

**5. Provide the tools for success.** It is very hard for teams to be motivated if they lack some basic and necessary tools for the job. Whether it is equipment, materials, internal support, inventory, documentation or training, workers' success is highly dependent on this.

**6. Manage poor performance.** Your team has an expectation for you to handle situations of low performance. Even if you want to avoid conflict at all cost, you still have a responsibility

towards the rest of your team to deal with low performers. You also owe these employees feedback and helpful advice on how to improve their situation at work. Otherwise, you risk having low profitability, low morale and high turnover.

**7. Lead by example.** If you want your team members to treat each other with dignity and respect, you need to lead by example. As an owner, manager, or business leader, never forget that your team looks up to you for direction and guidance.

### IPS Recommends...

- **Dressing one level up.**  
Always dress up for the job you want to have in the future, not for the job you have right now.
- **Getting your work noticed.**  
It is a good idea to submit work, whether it is a report or project, out of personal initiative. This can get you noticed in the eyes of the people higher-up .
- **Being 100% committed.**  
If you want to get far in your career or with your business, you should fully commit to all the tasks of your job.

## IMPROVING BUSINESS MEMORY

*"Memory is the mother of all wisdom"--Aeschylus*

To be successful in business, it is imperative to be able to recall important people, facts and numbers. The following tips will help you develop your memory skills and make you more efficient at managing your company:

### 1. Make a conscious effort to remember.

The first step in being able to remember important information is to tell yourself that the facts, numbers or people you are about to see or hear are important to you.

### 2. Pay attention.

Become keen at observation. Look around you and try to remember as much detail as possible about the situation you are in or about the information being shared with you.

### 3. Visualize.

Visualization is perhaps the most powerful tool for a great memory. Create a mental image of the information, for example, numbers or people you want to remember. If those images are funny and quirky, you are likely to remember them more.

### 4. Associate new information with old information.

The easiest way to remember new information is to associate it with something already present in your brain, and by linking it to something stored in your long term memory. For example, if a new client you meet looks like a famous person, associate the name of the new client with the

image of the famous person.

### 5. Recalling spoken information.

To recall spoken information, define your intentions well in advance. Tell yourself why you need to remember this information and how it fits into the big picture. Next, ask good questions during the conversation and make sure you understand all the important information. Finally, as you listen to the information during breaks work on creating visual images that tie all the important facts together.



### 6. The "Roman Room" mnemonic.

This technique will help you visualize and associate complex information efficiently. For example, picture a house that you are familiar with and associate each room with a general category of information. Every time you want to remember a new fact, associate it with the new information and mentally place it in the "room" where it belongs.

### 7. The detective technique.

A detective is always looking for clues. When reading a document, summarize each paragraph to one key fact, visualize it in your mind and associate it with something you already know (steps 3 and 4). When you need to recall the information in the document, you will know at least 3 or 4 "clues" in each page, which will help you remember the gist of what was written in that document.

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