

MOTIVATION



Motivation is an essential element to accomplishing goals and overcoming barriers. It arouses a person to act toward a desired goal. When working with an organization, the degree of motivation often determines the group's success.

Here are some things to consider about motivation:

- Involving members of the group in goal development increases their emotional investment in the results.
- Establish minor steps to meeting goals (see *Goal Setting* tip sheet), and recognize when these minor goals are met.
- A powerful component of motivation is enthusiasm. Enthusiasm is contagious and creates a positive and upbeat atmosphere within the organization.
- Set a good example. Make sure that your actions and words reflect one another. People are paying attention to what you do as well as what you say.
- Be honest and genuine in your interaction with others. This encourages others to do the same and creates a collaborative atmosphere.
- Delegate individual or group tasks to members to foster a strong sense of purpose.
- Positively reinforce members for exceptional work. Some examples of reinforcements are verbal praise, rewards, member of the month, etc.
- Continually track progress and communicate with members about strategies that will better enable the group to meet goals.
- Have a celebration when the overall goal is met. This will demonstrate appreciation and encourage members to participate in future endeavors.

"Ability is what you're capable of doing. Motivation determines what you do. Attitude determines how well you do it." - Lou Holtz, Former Notre Dame football coach