

# A KEY TO MOTIVATION

Brian Tracy

*From the Masters*

YourSuccessStore.com

## **KEEP PEOPLE IN THE KNOW:**

Your goal is to become a transformational leader, the kind of person that motivates and inspires people to perform at levels far beyond anything that they had previously thought possible. Transformational leaders empower others by keeping them “in the know,” by keeping them fully informed on everything that affects their jobs. People want and need to feel that they are “insiders,” that they are aware of everything that is going on. There is nothing so demoralizing to a staff member than to be kept in the dark about their work and what is going on in the company.

## **GIVE REGULAR FEEDBACK:**

One empowering behavior practiced by transformational leaders is regular feedback on performance and results. People need to know how they’re doing so they can improve if performance is below standards and so that they can be proud of their successes. The more feedback you give to people, the better it is, as long as the feedback is objective and not critical. My friend, Ken Blanchard, says that, “Positive feedback is the breakfast of champions.”

## **PRAISE GENEROUSLY:**

Be generous with your praise and encouragement. Remember, people are the only asset that can be made to appreciate in value by giving them warmth, respect, approval and by creating a climate of positive expectations.

## **SET HIGH STANDARDS FOR YOURSELF:**

What companies and countries and institutions need today are courageous visionary leaders who are committed to creating an exciting future for themselves and others. You have within yourself the ability to evolve and grow as a leader and to make a real difference in the world around you. And the one thing you can know for sure about yourself is that, no matter what you've accomplished up to now, there is far more that you can do.

As you practice the behaviors of effective leaders, you will grow more and more toward the realization of your full potential. It's completely up to you.

## **ACTION EXERCISES:**

Here are two things you can do immediately to put these ideas into action in your work.

**FIRST**, hold regular meetings with your staff and tell them everything that is going on. Invite their comments, questions and concerns. Make everybody feel as if he or she was an insider in the organization.

**SECOND**, continually look for opportunities to give positive feedback, praise and encouragement. People need praise and encouragement like roses need rain and sunshine. Take every opportunity to make people feel better about themselves and their work.

