

MOTIVATING YOUR TEAM

WORKSHOP GUIDE



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LEARNING OBJECTIVES

This session will show delegates how to motivate your team through communication and information sharing. This means listening, keeping people informed, knowing how to measure performance and offering praise and encouragement.

This guide is designed for a manager or a facilitator to deliver a short workshop featuring videos from the Video Arts Management Essentials Series. Each video comes with a series of activities around the following structure:

LOOK - watch the video and reflect on the content and message.

THINK - activities and questions linking the video to their own experience and workplace.

REMEMBER - a summary of the key learning points.

Each section relating to the video will last around 15 minutes.

ACTION PLAN - At the end of the series of videos and activities delegates should be encouraged to share the most important actions they will take and record actions on their Personal Action Plan sheet.

FEATURED VIDEOS

- Motivating through information
- Motivating through feedback
- Motivating through praise

VIDEO 1 – MOTIVATING THROUGH INFORMATION

LOOK (play video, 3 minutes)

One of the key requirements to motivate staff is by giving them information. Simply telling people how to do their job won't help you get the best out of them. They'll perform the job, but only to the limitations you've set for them. You can motivate them by telling them how their jobs fits in to the bigger picture, and why it's so important in the grand scheme of things.

THINK (10 minutes discussion)

Have you ever felt de-motivated when performing a role when you didn't really understand its relevancy to the organisation? How is it possible to motivate people by giving them information about the importance of their jobs?

Responses could include:

- Your team why your business benefits from the work they do.
- Help them see how their jobs impact the business on a much larger scale – tell them why what they do matters.
- Help them connect their role to other roles, to see with clarity that without them, the business couldn't operate effectively.

REMEMBER (2 minutes recap)

Motivating the team; inform:

- Tell them how their job fits in.
- Tell them why it matters.

VIDEO 2 – MOTIVATING THROUGH FEEDBACK

LOOK (play video, 3 minutes)

The second key factor in motivating staff is feedback. We all need recognition when we are doing well and guidance when we could be doing better. Make sure it's specific.

THINK (10 minutes discussion)

How could you improve the performance feedback system in your organisation?

Wrap up by suggesting there are three main elements of the performance management cycle:

- **Planning** - involves ensuring shared clarity and agreement about how organisational plans are translated into objectives for each employee.
- **Managing** - involves agreeing any changes that may need to be made, making sure deadlines are on track, monitoring performance and giving feedback.
- **Joint review** - between the manager and the employee. A regular review of individual contribution, performance and personal development achievements. Allow employees to measure their own performance against their own personal expectations.

REMEMBER (2 minutes recap)

Motivating the team; feedback:

- Agree targets.
- Let them measure their own performance.

VIDEO 3 – MOTIVATING THROUGH PRAISE

LOOK (play video, 3 minutes)

Recognition is another one of the three requirements for staff motivation. Employees respond to appreciation of their good work because it confirms their work is valued. When employees and their work are valued, their satisfaction and productivity rises, and they are motivated to maintain or improve their good work. But it has to be specific, so tell them exactly what they did well.

THINK (10 minutes discussion)

Think back to time when you might have felt devalued after only receiving only criticism for your efforts. How do you show your team you recognise and value their contribution?

After gathering feedback, suggest the following guidelines to help you give your employees praise where it's due:

- **Be specific** - you can always tell it's the genuine article when the person doing the praising tells you what, specifically, they like.
- **Be honest** - don't praise people for things they haven't done.
- **Be immediate** - praise has a short shelf life; don't save it up.

REMEMBER (2 minutes recap)

Motivate the team through praise:

- Praise exceptional achievements.
- Talk about them.

MOTIVATING YOUR TEAM – ACTION PLAN

Divide the group into pairs or threes.

- Ask them to spend 10 minutes sharing the most important action they will take to improve their approach to motivating their teams.
- Make sure that each individual has identified at least one specific action to take as a result of the programme.
- Ask for and answer any final questions.
- Bring the session to an end.