



## **Celeste C. Cook**

### **Speaker, Trainer, Consultant**

*Bringing you her experience, expertise, proven strategies, positive energy, and passion for service!!!*

## **Motivating Your Employees in Challenging Times**

What is motivation??? From a leader's perspective, motivation is getting employees to do what YOU want them to do CONSISTENTLY by getting employees to WANT to do what YOU want them to do CONSISTENTLY. Whew...I hope you got that! Motivation...it's all about YOU!!! That's right...YOU, the leader!!!

According to Wiktionary, "Motivation is the action or energization of goal-oriented behavior; the action of motivating; something which motivates; an incentive or reason for doing something."

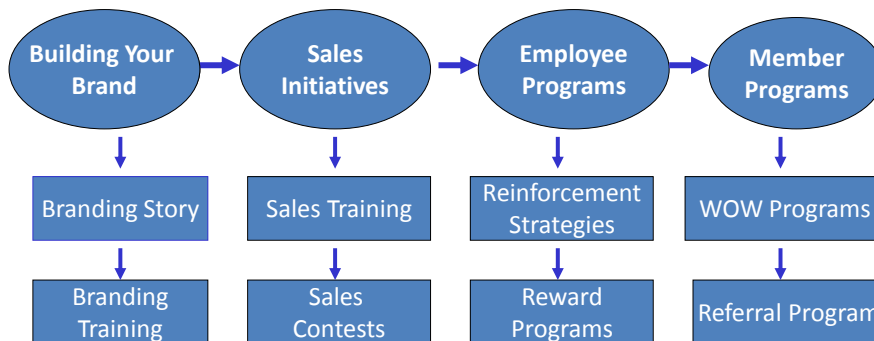
Ask any leader what they consider to be their most challenging responsibilities, and many will tell you the most challenging part of their job is finding ways to get their employees motivated to do what they want them to do. Couple this with a "challenging economy" and you have a daunting task on your hands...so you think, right? Not necessarily...it just takes the right actions on your part as a leader and the right follow up and very little money!

What I mean by this is you don't have to implement a complicated (and costly) incentive plan to get your employees motivated. You just need to get your employees engaged and excited about your cause; instill a little passion; create a little excitement; and have a little fun to get your employees motivated to change their behavior to do and say the right things to get the results YOU are trying to achieve.

As a leader, YOU should take a holistic leadership approach to motivating your employees. You want to map out a strategy for success to get your employees engaged and committed to elevate their performance and achieve YOUR goals! Did I say YOUR goals? Absolutely! They are your goals...the goals you want your staff to achieve so your organization can achieve overall success!

## Map Out Your Strategies to Motivate!

*A holistic approach to motivating your employees and members!!!*



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Also, it is important to identify motivating factors and differentiate between basic motivating factors and ENGAGING factors. For example, take a look at the motivating factors below that have been identified as basic motivating factors and those identified as ENGAGING factors:



## Motivating Factors

### Basic Factors

- Salary
- Challenging work
- Responsibility
- Title
- Promotion
- Good working conditions

### ENGAGING Factors

- A great cause!!!
- A clear message
- Specific Direction – SMART Goals
- Training
- Tools/Resources
- Praise and Coaching
- Continual communication
- Recognition
- Rewards/Incentives
- Fun

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Basic motivating factors are what motivate employees to come to work and perform their daily responsibilities; however, ENGAGING factors will take performance to the next level and in many cases generate EXTRAordinary results! And if done correctly, leaders will find that integrating ENGAGING factors can make their job easier and even FUN! That's right, FUN!!! As a leader, are YOU motivated yet?

**FUN** is a key ingredient in the “recipe for motivation.” Why? Because performance naturally improves when employees enjoy what they are doing. Another key ingredient is **PASSION!** You have to instill a burning passion in your employees. Passion is an intense force from within that drives a person to become engaged and committed to a great cause. As a leader, YOU can instill a passion in your staff; but, first, YOU have to ignite the fire within YOU. Another key ingredient is **EXCITEMENT.** When YOU create excitement, even the naysayers will jump on board! Remember, it’s all about YOU!

Now that you have the key ingredients, just follow the steps listed below! That’s right! All YOU have to do is:

1. Define a great cause
2. Send a clear message
3. Establish SMART goals to provide specific direction
4. Offer training to build confidence in your staff
5. Provide them the tools and resources they need to act on and deliver what you have asked them to do
6. Provide ongoing praise and coaching (this is a must for CONSISTENCY)
7. Provide continual communication on progress, results, etc.
8. Recognize staff for what they are doing right
9. Reward staff for achieving goals and delivering results
10. Have fun along the journey!!!

For more information on Celeste’s programs, strategies, and best practices to increase your bottom line, strengthen and deepen client relationships, increase client retention, and improve employee performance, please contact Celeste at:

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Celeste is a keynote and motivational speaker as well as a consultant and trainer. She has worked in the financial industry for 20+ years and has been a professional speaker and trainer for more than 15 years. Celeste is President/CEO of cuStrategies, LLC, which provides consulting services and training programs to the financial industry.

During her career, Celeste has developed, led, and implemented successful training programs, strategies, and initiatives in lending, business development, sales and service, leadership, and performance improvement with a definitive focus on loan growth, profitability, client growth and retention, and relationships and service.

Celeste conducts training programs/schools in lending, business development, leadership, and sales and service. She brings to you her expertise, experience, and proven strategies as well as her passion and dynamic speaking style that is engaging and filled with positive energy!!!