

How business owners maintain motivation in staff



BAILLIE SCHEETZ, CAPITAL IDEAS

More from [Baillie Scheetz, Capital Ideas](http://EDMONTONJOURNAL.COM/AUTHOR/BAILLIE-SCHEETZ-CAPITAL-IDEAS) (HTTP://EDMONTONJOURNAL.COM/AUTHOR/BAILLIE-SCHEETZ-CAPITAL-IDEAS)

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Capital Ideas members were asked how they maintain motivation in their staff.

Here's what members of our community of business owners helping business owners had to say:

“Creating a clean and healthy workplace along with our family attitude keeps our employees faithful and happy. We compliment their good work and show them any customer feedback so they know they are valued. We hold quarterly meetings so everyone is on the same page and aware of any changes in the company, this also allows them to come forward with ideas or suggestions to improve the company. We allow them to make decisions concerning their contract so they are able to accommodate their customers. With these tools our staff are able to give the great customer service our clients deserve.”

Suzan Burtic, president of Legends Limousine, [legendslimousine.ca](http://www.legendslimousine.ca) (<http://www.legendslimousine.ca/>)

“Motivation should extend beyond ordinary incentives. Business owners should take a genuine interest, and then make an investment in the health and well-being of their employees. This investment will help to ensure high job satisfaction and personal and professional growth and evade burnout. Further motivation can be unlocked through incentive compensation programs, goal setting, and providing a corporate culture

that is both supportive and stimulating.”

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Daryl Smith, president of Benefit Strategies Inc., [benefitstrategiesinc.ca](http://www.benefitstrategiesinc.ca)
(<http://www.benefitstrategiesinc.ca/>)





Beyond compensation, they must connect with the goals and vision of the organization. This involves engagement and a regular reminder at all levels. You must also demonstrate the work habits that you expect from your staff as well, it starts from the top.

*Shami Sandhu, broker and owner of
REMAX River City,
[rivercityrealestate.ca](http://www.rivercityrealestate.ca)
(<http://www.rivercityrealestate.ca/>)*

“The most successful way you can keep your team motivated is to have a purpose and direction. When your staff see that your company is more than dollars and cents, they will become more engaged. Your culture and your brand will flourish.”

Dennis Michael, owner of Wake Creative, wakecreative.ca
(<http://wakecreative.ca/>)

“Keeping your team connected to the business goals, vision and mission is a foundation of an inspired team. Employee recognition and acknowledgement is essential, but it goes even deeper than that. Help your team see how their skills support the big picture. Having your team engaged in different activities such as philanthropic activities, sharing their expertise forward and mentoring others, and, finding ways to connect their skills, passion and genius to the overarching business goals goes a long way in keeping inspired and motivated individuals.”

Charmaine Hammond, president of Hammond International Inc.,
[harmainehammond.com \(http://www.charmainehammond.com/\)](http://www.charmainehammond.com/)

“Working together towards a common goal. Motivation doesn’t come from outside, it comes from within. Working together with the team to set a common goal that everyone is behind. People will work harder to accomplish something that has a bigger meaning than just what is in it for themselves. And making sure there is a reward for their efforts, taking time to celebrate the win with the team, is paramount to keeping everyone motivated.”

Laurie McNaughton, business and executive coach at Action Coach,
actioncoach.com/lauriemcnaughton
(<http://actioncoach.com/lauriemcnaughton>)

“We have locations coast to coast, so it is important that we keep people motivated when they might feel isolated through distance. We offer inter-company contests with gift card prizes for social media likes and follows. We have mentorship programs in place for newer team members and our training program includes scheduled calls with myself as president to cheer on our directors. Team meetings and dinners are also a great way to bond and encourage the whole team.”

Carol McBee, president of Mommy Connections Inc.,
[mommyconnections.ca \(http://www.mommyconnections.ca/\)](http://www.mommyconnections.ca/)

“We keep our staff motivated by reviewing our progress as a group every two weeks with a “Show your accomplishment” afternoon meeting where each team member shows the outcome of the work they completed in the period.”

Trent Oster, president of beamdog, [b \(http://beamdog.com\) eamdog.com](http://beamdog.com)
(<http://beamdog.com>)

“In essence, live the values of your team and respect the culture and the rest falls into place. Through active listening and one-on-ones, find out what motivates your team, what drains them and ensure you are doing more to help the motivation. As well, find out if activities like hackathons or focused periods to bring out creative solutions would work in your

culture.”

Ashif Mawji, president of Trust Science, [trustscience.com](http://www.trustscience.com/)
(<http://www.trustscience.com/>)

“Praise, praise, and more praise. Appreciation. Respect. Acknowledgment. Encouragement. More than compensation, perks, benefits, or even a promotion, these forms of public recognition can motivate and inspire individuals to give their all to their team.”

Kris Hans, strategist, Market Grade Ltd., [marketgrade.com](http://www.marketgrade.com/)
(<http://www.marketgrade.com/>)

“I believe the responsibility lies with both the employee and employer. That being said, as an employer, finding the right people, providing them with challenging and interesting work and empowering them to make decisions helps keep our staff engaged and inspired.”

Julie Afanasiff, senior vice president, Sequeira Partners, [sequeirapartners.com](http://www.sequeirapartners.com/) (<http://www.sequeirapartners.com/>)

“Being a solopreneur, maintaining my own excitement is crucial to the constant improvement of the value of my services. My motivation is two-fold: an insatiable appetite for learning and developing as a person, as an image consultant, as well as a business woman and the growth of my satisfied clients. Seeing them try to reach the top shelves of their potential is motivating to help as many others as I can.”

Karolina Zitnansky, image consultant, founder of Style & Chic, [styleandchic.ca](http://www.styleandchic.ca/) (<http://www.styleandchic.ca/>)

“Every successful team I’ve worked with was motivated by trust. Teams trusting that the work they do is respected. Leaders trusting their team to get the job done. Trust inspires innovation.”

Maureen O’Reilly, creative catalyst at MORdirections, [MORdirections.com](http://www.mordirections.com/)
(<http://www.mordirections.com/>)

“Other than conventional bonuses, etc, we’ve tried to create a culture of engagement and advancement. At the end of the day, it’s our clients that

keep us employed, so ensuring we take care of them is important. Keeping our team happy and motivated, ensures they'll keep our clients happy. Several times a year, we'll have team building events and get together for all of us to bond. It keeps everyone loose and engaged."

Desmond Chow, senior financial advisor, ATB Securities Inc., is.atb.com/poitraschow (<http://is.atb.com/poitraschow>)

"By setting a good example. Disengaged team members are looking to me for inspiration. They want to have someone or something to believe in. They want to make a difference. Illustrating to the team, as leader that I am genuinely committed and passionate about inspiring them and our clients to do better and be better."

Lisa Patrick, founder and CEO of XTRAcredits, [XTRAcredits.com](http://www.xtracredits.com/) (<http://www.xtracredits.com/>)

"One of the best ways I've found is to close loops. For example, when a customer shares positive comments about great customer service that they've received from an employee or group within our company, I make sure to share that with those responsible, often in front of the entire staff. And when a customer has saved tens of thousands of dollars because of an employees actions, let me tell you, their excitement is tangible! Linking up customers with employees who are often behind the scenes is a great connection, too."

Chris Vilcsak, president of Solution 105, [solution105.com](http://www.solution105.com/) (<http://www.solution105.com/>)

These answers are in response to a question posed by Wellington Holbrook, executive vice-president of ATB Business. Here's his take:

"If there's one recurring theme that I've heard from entrepreneurs over the years, it is that money doesn't buy motivation. The pursuit of a goal, the enunciation of a dream and the inspiration provided by a mission always seems to trump almost any other source of motivation. It's not to say money isn't important, but if you're looking for a highly motivated team, give them something to believe in."

Get Involved!

Answer our next question: **What do you do to grab attention and stand out in the crowd?**

Submit your answers at the Capital Ideas website

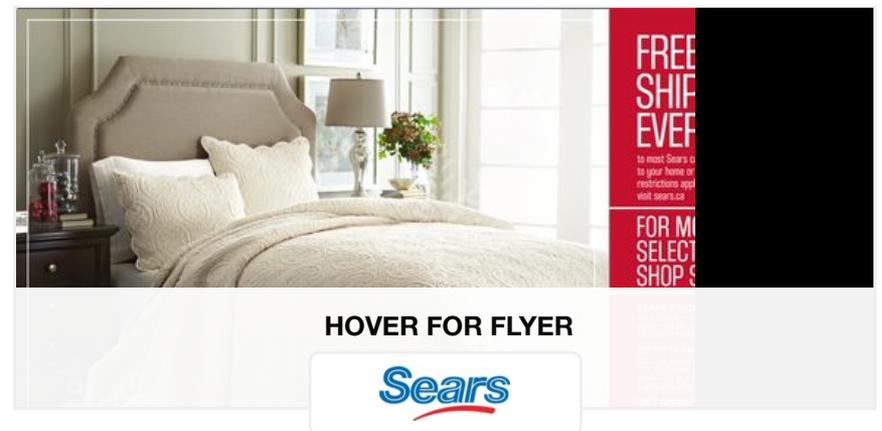
(<http://capitalideasedmonton.com/capital-questions/community-question-what-do-you-do-to-grab-attention-and-stand-out-in-the-crowd/>) by Friday morning.

We'll publish the best answers, along with your business name and website.

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