

“Why” Motivation

Children started back to school on September 6th. This is an event that no doubt many of us remember well. Some of those memories are good and some we would just as soon forget. Why is that? Why do some of us remember school as a great time in our lives yet others would prefer to forget this part of their life? I suggest two reasons for these different memories is how it felt and what you learned. These same factors affects memories of involvement in tasks we perform on a day to day basis.

For many organizations, training focuses on the specific “how to” of any job or task. Training focuses on a three step process: **Tell; Show; Practice**. As a result we are able to perform the tasks of our job in a satisfactory manner. Could we do even better? Yes, if we understood “why” we do the things we do the way we do them. Understanding the “why” allows us to put all the pieces together. It helps us to realize the significance of each and every step of a process and how we fit into the big picture. In short, it motivates us.

Do your employees understand “why” their tasks must be performed as you have instructed them? Do they understand “why” quality is important? Do they know “why” you are in business?

Just as you were motivated by a teacher who explained the “why” of a subject, your staff will be motivated by understanding the “why”.

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