



How to motivate and coach employees for success

John Tschohl ♦ Restaurateur and founder of BellyMelly

I talk to lots of people each day and what I hear is a lack of love, support, motivation, and recognition from their direct manager or supervisor. Too many people in management positions think the only reason someone works is for money. Many managers believe that the paycheck is why people work and there is no reason to tell anyone thanks for doing a great job. We knit pick things they

are doing wrong and fail to recognize and celebrate what they are doing right.

These people I am talking to are ready to leave, want to leave or are waiting for the job they really want. When you lose an employee today it is much harder to finding a replacement. Especially someone good.

Each day you can motivate your staff or turn them off. When you put

employees down, they get depressed and their effectiveness disappears. A manager's job is to coach up your workforce and bring out the best in everyone you manage to help foster theirs and your success.

When organizations treat their employees well, coach them effectively, and continually work to motivate empowered performance ... everyone wins. The typical supervisor and manager have had virtually no training on leadership, management, and coaching skills. It is critical that you spend time and money each year developing these skills.

Coaching focuses on proper motivation, teamwork, expectations, and corroboration rather than a command and control approach. The modern manager as coach works as a team leader as well as a team member. Employees think of managers as paper pushers, number crunchers, or administrators, while coaches are teachers and mentors who have their interests in mind in addition to the organization's business goals.

Managers are standoffish and reticent. In the eyes of employee's coaches are approachable. They are open-minded and accessible. Employees want to work with someone who is willing to see them as the people they are. They want to impress them and do their part to help the entire team succeed.

Employees want to feel wanted

We're human: we want to feel wanted – by everyone in our workplace. This is especially true of you, their coach. When you or a co-worker doesn't want an employee around, it is obvious to everyone. They will process that standoffishness consciously or subconsciously to the detriment of the team's performance.

Employees want to feel needed

Employees want to know that their skills and talents are being put to use by their team and by the organization. Many of your employee's toil for years honing their skills and improving their experience. They want to feel

like they are using what they have learned and that those skills are being utilized appropriately.

Employees want to feel like they belong


Employees want to feel like there is a place for them not only within the organization, but within the team as well. An employee will spend more time at their job than any other single place during their lives except at their home. As humans we thrive on creating and subsisting within our interpersonal relationships.

Employees want to feel valued

Employees desire recognition for the effort and performance from you, your organization, and from their co-workers. Not only do employees want to feel like they are using their skills, they want to feel like the organization appreciates their talents and values them when they meet and exceed expectations. Providing recognition is a way you can show employees that they are valued.

An employee who feels wanted, needed, and valued feels secure and supported in their job. This can lead to positive outcomes, including:

- ◆ Employees make more empowered decisions
- ◆ Employees work better with their customers and their co-workers
- ◆ Employees are unafraid to take risks

Keeping employees and motivating them for greater success is critical. Employees are 10 times more fragile than you think they are. Your success is their hands. 

About the Author: John Tschohl is a professional speaker, trainer, and consultant. He is the President and founder of Service Quality Institute (the global leader in customer service) with operations in over 40 countries. John is a self-made millionaire traveling and speaking more than 50 times each year. He is considered to be one of the foremost authorities on service strategy, coaching, service recovery, success, empowerment and customer service in the world. His new book, *Relentless* was recently released. John's monthly strategic newsletter is available online at no charge. www.customer-service.com He can also be reached on Facebook, LinkedIn and Twitter.

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