

What's Different About Leading Today? Trophies

A trophy is something precious that represents recognition for an extraordinary victory or success or it can be the memory of a great personal victory.

Today, some organisations award trophies of various types and in abundance so no one can be offended or left out of winning "races" whatever they might be at work.

Some companies have no time or interest in recognising or rewarding their people for extraordinary work accomplished. So the idea of "trophies" nowadays has been somehow lost as standards for achievement are lowered or eliminated. Every one of us wants to know that what we do counts to those we work for and with as well as for ourselves.

Whether we are a senior manager (where the most typical "trophy" seems to be just more money, and although that can be important -- it also never satisfies) or the staff members dealing with customers and clients at the coalface (where efforts can be rewarded or not, for achievement or not, in a lot of different ways from money to a park at the front door) we typically find ourselves no longer inspired by authentic trophies.

For what symbol of recognition will we push ourselves to higher achievement? Surprisingly enough the most powerful six motivators, regardless of the level of responsibility, all require no additional outlay of budget (just sincere and consistent application and a bit of extra time for the effort)! They are in priority order from most effective:

1. Achievement
2. Recognition
3. The work itself
4. Responsibility
5. Advancement
6. Personal growth

I've written before about the difference between motivation (that comes from personal, inner satisfaction) and movement (the carrot and stick or rabbit and jack-ass) approach. Fear is the greatest power to make someone move and move quickly (which in business where short-term goals are common). However, it has no lasting effect, deteriorates loyalty and teamwork, and builds walls between those who use fear for results and those who must jump in response to the fear. The other motivator of temporary bribes of extra money, "trophies" or other types of gifts, etc., also results in movement and sometimes quickly, but leads to a spiral of increasing expectation of more and more to achieve results.

In a contact centre particularly this approach has become almost as classic as believing burnout is unavoidable. Yet the six motivators listed above give us simple and honest tools we can easily use to bring the most significant results of all with our people. Perhaps this difference with leadership alone has caused a breakdown in the classic and vital relationship between leaders and those who follow.

Read about the author, Darlene D. Richard, at www.CallCentreINTEGRITY.com/articles.htm