12 Ponder: Motivation Strategy

Ryan Dockstader

# Impediments

## Lack of Opportunities (creative/upward movement/etc)

A lot of motivation is provided by reaching for the ‘next thing’. This can translate into many different things, but mainly it translate into opportunities to move up in a company, or to expand your knowledge/work creatively.

This is true of everyone that I have met. If they aren’t given opportunities for something to reach for, such as a promotion or a pay raise, and/or aren’t given opportunities to expand their knowledge/use their knowledge creatively they really start to lack motivation to do anything.

Some strategies to mitigate this are:

* Have a succession plan in place, and let employees know what positions the are ‘in line’ for
* Give people things to accomplish, instead of telling them every detail of how to accomplish things. This will allow them to use their creative brain to accomplish the task.

This is something that I have seen in my own experience.

## Poor Company Culture

A very large draw on motivation is just having poor company culture. Not feeling like you’re part of a team, or that the company you works for respects and appreciates you, or feeling that you are just a peon are two cultural aspects that will bring down motivation significantly.

People generally like to feel important, and part of a large unit.

Some strategies to mitigate this are:

* Have regular meetings between worker and manager to find out how the employee is feeling, and let the employee know they are a valuable member of the team. It would also be good to keep track of key indicators to discuss in that meeting, as well as bringing up anything that the employee did since the last time they met.
* Have a company wide meeting, and bring up any wins and recognize people that are doing well
* Provide good benefits, and make sure each employee knows what benefits they have access to

This is something that I have seen in my own experience.

## Lack of Trust in the Company Leadership

In the Book of Mormon, we can see this one come up quite often. When you don’t trust your leadership, you’re not likely to want to go along with their plan. Even in the very beginning, Lamen and Lemual both thought Lehi was a crazy old man, and didn’t want to follow his leadership. It caused many issues for them as we well know.

This is something that is more individual then company wide, in most cases. But a company wide standard I think can help mitigate this quite a bit.

Some other strategies to mitigate this are:

* Own up to mistakes that are made
* Be sure to communicate changes, and not keep secrets from the company that affect them
* Have clear communication channels

I have seen this in my own experience

# Plan

## Company Level

Our plan to succeed as a company will be centered around a mission statement that we come up with as a team. This will cover all three of the impediments that I have discussed. IT will give the team opportunities to be create, and to feel like a part of the team as they are part of coming up with the mission plan. It will help them to trust the leadership, since the leadership will be following a mission plan that they helped come up with.

We will also provide a fair salary range for each position, with upward movement potential. To accomplish this each position will have 3 different roles in it. I.E. Jr. Software Engineer, Sr. Software Engineer, Lead Software Engineer. The first two will have a range of earning potential, and the last of the three will have a minimum but not a maximum.

Each team will consist of 5 people, maximum. This will help alleviate the time spent on managing people. This will also mean there is a clear structure to move up through the management team, if that is the career path an employee would like to be one, and the company would like that employee to be on.

The office will be more of a warehouse. There will be a loft area that will have stations to work, but remote work will be allowed and encouraged if it is a better situation to work from home then in the office. There will also be many different spaces for team building. While remote work will be encouraged, it will also be encouraged to meet in person with your team at least once a week for a team building activity. This should/can include video games, using the space in the warehouse for sports, friendly competition, etc. This will encourage a “work hard, play hard” culture.

Culture will be a little difficult to manage, but we will do everything we possibly can to help all employees and clients to understand that we work hard, and we work as a team of individuals. Each person on the team is a vital part of our process, and each person on our team is working to fulfil the needs of our clients. We will have a ‘team huddle’ that is company wide to discuss company direction (past, present, future) and to bring up anything that the company needs to be considering.

## Team Level

This was mentioned in the company level one, but we will work as a team. Team building will be highly encouraged. This will mean that many of the ‘middle’ level people will be team building with two teams a week. The team that they are managing, and the team of whoever is managing them. Each team will own the work that is assigned to them, and the team leader will be responsible for each member of his team. This means that if someone is struggling, it is up to the team leader to encourage, redirect, or terminate that team member.

## Individual Level

The company will implement an 80/20 strategy, to allow each employee to spend 20% of their time working on projects that are meaningful/interesting to them. This will allow managers to see the true potential of any given employee, and will hopefully lead to some pretty powerful ideas. I also think it is important for the owner to check on, at least yearly (depending on company size) of each employee. Whether this is a formal one on one scenario, or a drop by their office and chat with them for a bit about how life is going, the owner should know them on an individual level, instead of just an employee ID number.

# Rubric

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Exceptional 100% | Good 90% | Acceptable 70% | Developing 60% | Missing 0% |
| Impediments 30% | A comprehensive list of impediments has been identified and described | It is clear that real thought went into the impediments list. | A few impediments have been identified and completely described | A list of impediments has been made, but the list is incomplete or poorly described | Little effort has been put into the impediments list |
| Plan Detail 40% | The plan is unambiguous. | All aspects of the plan are described. | Nothing is missing and at least one aspect of the plan is well described | At least one aspect of the plan is missing or poorly described | Little effort has been put in the plan |
| Plan Quality 30% | It seems highly likely that the plan will work as the author intended. The provided rationale is convincing and compelling | The plan is realistic and well thought-out. The provided rationale makes sense. | No part of the plan is obviously unrealistic, but rationale is lacking. | One aspect of the plan is far-fetched, is economically unfeasible, or will not work as expected. | Little effort has been put in the plan |