



21 Tactics for Increasing Motivation

Being able to motivate yourself and others is a crucial skill if you want to make things happen. At work, at home, and everywhere in between, people use motivation to get results. Motivation requires a delicate balance of communication, structure, and incentives. These 21 tactics will help you maximise motivation in yourself and others.

Motivation

1. **Consequences.** Never use threats. Threats turn people against you. However, making people aware of the negative consequences of not getting results (for everyone involved) can have a big impact. This one is also good for self motivation.
2. **Pleasure.** Providing pleasurable rewards creates eager and productive people. This also relates to giving positive feedback on a job well done. Remember to be specific about what the person did and the impact that it had.
3. **Performance incentives.** Appeal to people's selfish nature. Give them the opportunity to earn more for themselves by earning more for you.
4. **Detailed instructions.** If you want a specific result, give specific instructions. People work better when they know exactly what is expected.
5. **Short and long term goals.** Use both to guide the action process and create an overall philosophy of clear measurement and feedback.
6. **Kindness.** Get people on your side and they will want to help you. Consider their needs and adapt your style to meet theirs. People who **want** to work for you are far more valuable than those who **have** to work for you.
7. **Deadlines.** Many people are at their most productive right before a big deadline. They also have a hard time focusing until that deadline is looming overhead. Use this to your advantage by setting a series of mini-deadlines building up to an end result.
8. **Team spirit.** Create an environment of camaraderie. People work more effectively when they feel like part of a team. Make sure you have a

common purpose; a clear set of agreed team outputs; a way of working together that gets the job done effectively. Think of how you can reward the team as a whole, such as social events for hitting targets.

9. **Say thank you.** A thank you goes a long way, particularly when you tell the person why. It shows you care and that you have noticed the value they bring.
10. **Recognise achievement.** Make a point to recognise achievement one-to-one and also in group settings. People like to know their work is not being ignored.
11. **Personal stake.** Think about the personal stake of others. What do they need? When setting tasks, consider what the person's motivation and competence levels are. Although they may be able to do the task like falling off a log, maybe it bores them rigid. They may really like the challenge but have no experience of this type of task. Adapt your style appropriately from instructing, through coaching, to delegating.
12. **Concentrate on outcomes.** No one likes to work with someone standing over their shoulder. Focus on outcomes – make it clear what you want and then let people loose to get it done on their own.
13. **Trust and respect.** Give people the trust and respect they deserve and they will respond to requests much more favourably.
14. **Create challenges.** People are happy when they are progressing towards a goal. Give them the opportunity to face new and difficult problems and they will be more enthusiastic. Make sure you give them regular feedback on how they are progressing and how they can perform even better.
15. **Let people be creative.** Don't expect everyone to do things your way. Allowing people to be creative creates a more optimistic environment and can lead to awesome new ideas.
16. **Constructive criticism, call it developmental feedback.** Often people don't realise what they are doing wrong. Let them know what it is that they are doing wrong and the impact it is having. Suggest alternatives for them to consider. Don't fall into the trap of praising them first and then finding faults. There is a saying: '*anything before the but is bull****.*'
17. **Demand improvement.** Don't let people stagnate. Each time someone advances, raise the bar a little higher.
18. **Make it fun.** Work is most enjoyable when it doesn't feel like work at all. Let people have fun and the positive environment will lead to better results.

- 19. Create opportunities.** Give people the opportunity to advance. Let them know that hard work pays off. Promote their cause. Accept that you have to let them go when they grow. Too many people keep their reports back because it serves their own interests; not the company or the employee.
- 20. Communication.** Keep the communication channels open. By being aware of potential problems you can fix them before a serious dispute arises.
- 21. Make it stimulating.** Mix it up. Don't ask people to do the same boring tasks all the time. A stimulating environment creates enthusiasm and the opportunity for big picture thinking. It also allows you to develop and reward people when career promotion is not an obvious option.