

## E-Tool #5 Management Controls for Achievement



No one wants to work at a job where what they do seems to be unimportant. As a manager, it's your job to convince every employee that even the most seemingly unimportant task is important to the store's goals. The best way to do this is by motivating through achievement and the employees' perception of having control to continue that achievement. The seven points in the following FREE eTool – Management Controls for Achievement – are designed to help you, the manager or owner, motivate your employees by giving them goals that they can achieve, which will make them want to strive for even greater accomplishments!

### **MANAGEMENT CONTROLS FOR ACHIEVEMENT**

Cash incentives are good short-term motivators, but they're also quickly forgotten. The feeling of achievement an employee gets from doing something that seems important can act as a much greater motivating factor. There are many examples of people who happily work at jobs that pay considerably less than other places, but the employees stay because they love what they do and the feeling it gives them. This is why it's so important for managers to provide goals that employees can realistically achieve, then raise the bar to make them strive for even more. For all this to be possible – and for managers to reap the rewards – you must provide this order of management controls:

- Provide initial training and orientation to new employees. This gets them to feel productive right away.
- Provide reasonable goals that make sense to employee and employer.



## E-Tool #5 Management Controls for Achievement (continued)

- Provide honest, open and consistent feedback. Sandwich your comments about their mistakes between those of success.
- Provide coaching and counseling. This amounts to more training where they still have the responsibility of completing tasks. Don't do it for them. That is a sure-fire way to stop motivation via achievement!
- Provide recognition. This is feedback of an exemplary nature linked to exemplary performance. At least recognize their efforts.
- Provide new goals and make them attainable, then change them to push for higher attainment. Everyone strives for achievement and higher achievement.
- Provide a form to discuss career paths. Achievement motivation is often linked to career growth.