

“Motivating Others”

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“**Motivating Others**” may be the most important subject of them all. Why? Getting other folks to ‘do stuff’ permeates every phase of our lives...at home, at work, at school, in politics, in our justice system, while shopping, when on vacation...everywhere, right?

So, just how do we “**Motivate Others**”? It is really very simple when you realize one basic tenet...that **EVERYONE ACTS TO BENEFIT**, all the time, everywhere, no matter what.

EVERYONE ACTS TO BENEFIT...to improve or protect their:

- **S**ecurity;
- **A**cceptance;
- **P**rogress; or
- **P**leasure...

...or that of their loved ones.

IMPROVE their SAPP = Increase them.

PROTECT their SAPP = Shield against losing them.

Therefore, all you need to do to motivate others is to create circumstances that are perceived to either improve or threaten to decrease the SAPP of the person(s) you wish to motivate.

EXAMPLES:

1. Your 12 year old, unlicensed son takes your car for a spin on the public roads without your permission and you want to prevent its recurrence.

You could ask the boy why he chose to do it and, regardless of the reasonableness of his answer, tell the youngster you are impressed with his willingness to take risks (*this adds to his acceptance by receiving recognition from a powerful authority figure*). You also explain the serious dangers of doing this in the future (*this threatens his loss of security*) and say that, absent an extreme emergency, you want to be able to count on him not to repeat what he did (*this again adds to his acceptance by treating in an adult manner*).

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#2. Your employee sells the company's widgets for a living and you want him to work at it every day, to meet or exceed the sales volume expectations yearly and not be susceptible to offers from your competitor who has been trying to pirate away your top producing sales people.

You could choose to do the following:

1. Obtain his help in setting the monthly, quarterly & annual sales assignments upon which his performance will be measured (*increases his acceptance*);
2. Give him a guaranteed monthly base pay that assures his monthly living expenses are funded (*adds to his security and to that of his loved ones*);
3. Offer him a cash bonus for all widget sales in excess of his monthly assignment and a much larger bonus for all in excess of his quarterly assignment (*adds to his security, acceptance, progress & pleasure*);
4. Offer him and his spouse an all expense paid week long vacation at a luxury resort plus an annual cash bonus (or stock purchase plan) in recognition of his exceeding his annual assignment (*adds to his SAAP & that of his spouse*);
5. Make him aware that you are looking for future sales managers and think he may wish to be considered when an opening occurs but that he must continue his high level of performance and complete some self-development activities on his own time (*appeals to his desire for progress*); and
6. Be certain he understands that regular achievement of his mutually agreed upon sales assignment is required to keep his job (*threatens the loss of his SAAP*).

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You can readily construct other examples that fit your circumstances.

jrm.07.27.05