

HOW TO MOTIVATE PEOPLE



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GRAHAM TAYLOR-EDWARDS

GRAHAM (GT) is a successful leadership, sales, service and customer experience coach, mentor and workshop facilitator.

GRAHAM HOLDS:

- *ADVANCED DIPLOMA OF LEADERSHIP AND MANAGEMENT*
- *DIPLOMA IN AUTOMOTIVE MANAGEMENT*
- *DIPLOMA OF TRAINING AND EDUCATION AND DESIGN*
- *CERTIFICATE IV IN FINANCE AND MORTGAGE BROKING*
- *CERTIFICATE IV IN BUSINESS SALES*
- *NZ CERTIFICATE IN MARKETING*
- *NLP MASTER PRACTITIONER.*



Graham completes over one hundred leadership, sales, fixed operations, and customer experience workshops each year and is the founder of Success Resources International a Registered Training Organisation (RTO) in Brisbane and Managing Director of GTE Training and Development Ltd in NZ

Born in North Wales Graham has lived in Australia for sixteen years after working in New Zealand for over 24 years.

He has served in the Royal Navy and Royal NZ Navy and is married to a kiwi girl Shelley from the Bay of Islands.

They have two children Mackenzie and Gareth and grandsons Hudson and Reo and granddaughters Avyana and Vivienne.

WORKSHOP OBJECTIVES

1. IDENTIFY YOUR ROLE AS A LEADER
2. UNDERSTAND YOUR COMMUNICATION STYLE
3. LEARN THREE QUESTIONS TO ENGAGE YOUR TEAM
4. IDENTIFY IF YOU ARE BRAVE ENOUGH TO BE A MODERN LEADER
5. JIM ROHN 5 PRINCIPLES OF LEADERSHIP

HOW TO MOTIVATE OTHERS



LEADERSHIP IS NOT A TITLE.

AS A LEADERS YOUR MAIN ROLE IS TO MOTIVATE AND INSPIRE YOUR TEAM TO ACHIEVE THEIR GOALS.

IT'S NOT ABOUT YOU IT'S ABOUT THEM.

IT'S NOT BRINGING OUT THE BEST IN YOU BUT THE BEST IN OTHERS.

90% OF EMPLOYEES ARE MOTIVATED BY A TRANSFORMATIONAL INCLUSIVE LEADERSHIP.

DOES YOUR TEAM FEEL HEARD AND VALUED OR ARE THEY JUST A NUMBER?

WHAT TYPE OF COMMUNICATOR ARE YOU?

COMMUNICATION INTELLIGENCE	YOUR OPINION	OTHERS OPINIONS (Ask 5)
ASSERTIVE		
AGGRESSIVE		
PASSIVE		
PASSIVE AGGRESSIVE		

THE LEADER MAKES THE DIFFERENCE.

TO BE ABLE TO BRING OUT THE BEST IN PEOPLE IS A SKILL THAT HAS TO BE LEARNED AND DELIVERED EVERYDAY.

NOT EVERYONE HAS THE SAME MOTIVATION



“WORK HARD AND ALL OF THIS COULD BE YOURS” OR DO THEY HEAR “WORK HARD AND ALL OF THIS COULD BE “MINE”

1. LEADERSHIP IS ABOUT GROWING YOUR PEOPLE FOR WHAT THEY WANT TO ASPIRE TO.
2. IT IS ABOUT THEIR INCOME AND LIFESTYLE.
3. MODERN DAY LEADERS NEVER MOTIVATE WITH SARCASM, ANGER, RIDUCULE, THREATS AND GUILT BECAUSE IT CANNOT BE DONE.
4. PEOPLE MAY LAUGH AT THE TIME BUT WHEN THE LIGHTS GO DOWN SO DO YOU IN THEIR OPINION.

BEFORE YOU GET OUT OF BED IN THE MORNING:

1. WHAT ARE YOU GOING TO DO DIFFERENTLY, BETTER OR MORE OF TO HELP THEM ACHIEVE THEIR GOALS?
2. ASK EVERY DAY: **WHAT CAN YOU DO FOR YOUR PEOPLE?**
3. TELL LESS...ASK MORE 70/30 RULE.

CREATE YOUR LEGACY WITH AN ACCUMILATION OF POSITIVE AND ETHICAL ACTIONS WHILST DEVELOPING PEOPLE.

ASK EVERYDAY

“WHAT CAN I DO TO HELP YOU ACHIEVE YOUR GOAL?”	
“WHAT RESOURCES DO THEY NEED TO ACHIEVE YOUR GOAL?”	
“WHAT CAN THEY DO TO HELP THEMSELVES TO ACHIEVE THEIR GOAL?”	



Remember that individual preferences may vary, so it's essential to communicate openly and listen to their needs and desires. Tailoring your approach to each generation's unique motivations will contribute to a more engaged and motivated workforce.

MOTIVATOR	BB	X	M	Z
Involve Them in Decision-Making: Include Baby Boomers and GEN X in decision-making processes, as they often appreciate being involved in shaping the future of the organisation. Seek their input on important matters that affect the team or company.	✓	✓		
Open Communication: Foster open and transparent communication. employees appreciate honesty and direct communication. Keeping them informed about organisational changes and developments can build trust.	✓	✓	✓	✓
Emphasise Stability and Security: Highlight the stability and security of the organisation. All may value job security and stability, so providing a clear vision for the company's future can enhance their commitment.	✓	✓	✓	
Provide Clear Career Paths: Clearly communicate career paths within the organisation. Gen Xers appreciate knowing how they can progress in their careers and achieve long-term goals within the company.		✓	✓	✓
Work-Life Balance: Support work-life balance initiatives. If they have family responsibilities, and offering flexible work schedules or remote work options can contribute to their overall job satisfaction.	✓	✓	✓	
Health and Wellness Programs: Implement health and wellness initiatives that cater to their specific needs. Show concern for their well-being, both inside and outside the workplace.	✓	✓		
Recognise Experience and Expertise: Acknowledge and leverage their experience and expertise. BB and Gen Xers typically have significant work experience, and recognising their contributions can boost morale and motivation.	✓	✓		

Offer Professional Development: Provide opportunities for continuous learning and skill development. All Gen value personal and professional growth, so offering training programs and advancement opportunities can be motivating. training programs, mentorship, and opportunities for them to acquire new skills and knowledge.	✓	✓	✓	✓
Provide Purpose and Meaning: Clearly communicate the purpose of their work and how it contributes to the larger goals of the organisation. Tends to be purpose-driven and values work that has a positive impact on society.	✓	✓	✓	✓
Technology Integration: Leverage technology in the workplace. Gen Z is the first generation to grow up with smartphones and digital technology. Providing them with up-to-date tools and technology can enhance their efficiency and job satisfaction.			✓	✓
Regular Feedback and Recognition: Provide regular feedback on their performance and acknowledge their achievements. Employees appreciate recognition and want to know that their efforts are making a difference.	✓	✓	✓	✓
Promote Collaboration and Teamwork: Foster a collaborative work environment. Give employees the opportunity to work in a collaborative and social environment. Encourage teamwork, open communication, and the exchange of ideas.	✓	✓	✓	✓
Diversity and Inclusion: Promote a diverse and inclusive workplace. Values diversity and inclusion, and they are likely to be more engaged in an environment that respects and celebrates differences.	✓	✓	✓	✓
Emphasise Corporate Social Responsibility (CSR): Highlight the organisation's commitment to social and environmental responsibility. Tends to be socially conscious, and working for a company with a strong CSR focus can be motivating for them.		✓	✓	✓
Provide Autonomy and Independence: Allow for autonomy in their work. Values independence and the ability to make decisions. Empower them to take ownership of their projects and tasks.	✓	✓	✓	✓
Offer Competitive Compensation and Benefits: Competitive salaries and attractive benefits packages that cater to diverse needs. All generations value benefits such as health and wellness programs, retirement plans, and other flexible perks that enhance their overall well-being.	✓	✓	✓	✓
Create a Positive Company Culture: Foster a positive and inclusive company culture. Employees are likely to be more engaged in a workplace where they feel a sense of belonging and camaraderie.	✓	✓	✓	✓

QUOTES FROM THE GREATS

"COACH JOHN WOODEN" QUOTES

- "Don't mistake activity with achievement."
- "Never make excuses."
- "It is amazing how much can be accomplished if no one cares who gets the credit."

What are three quotes you will be remembered for?

ZIG ZIGLAR: WHAT IS YOUR TAKE ON THESE QUOTES?

"YOU CAN GET EVERYTHING IN LIFE IF YOU HELP ENOUGH PEOPLE GET WHAT THEY WANT"

HOW OLD WILL YOU BE IN 10 YEARS ANYWAY?

TAKE A SLOW EASY QUIET WALK

LEADERSHIP IS A PRIVILEGE

TO BE A LEADER TODAY IS A PRIVILEGE. TO IMPACT AND AFFECT IN A POSITIVE WAY PEOPLES LIVES IS A PRIVILEGE. IT IS ALSO A MASSIVE RESPONSIBILITY.

THE INFLUENCE YOU HAVE, PEOPLE WATCH YOU, ARE YOU REAL OR FULL OF DUNG.

IT IS AN OPPORTUNITY TO MAKE A DIFFERENCE.

FULFILMENT IS MORE POWERFUL THAN POSITION, MONEY OR WEALTH.

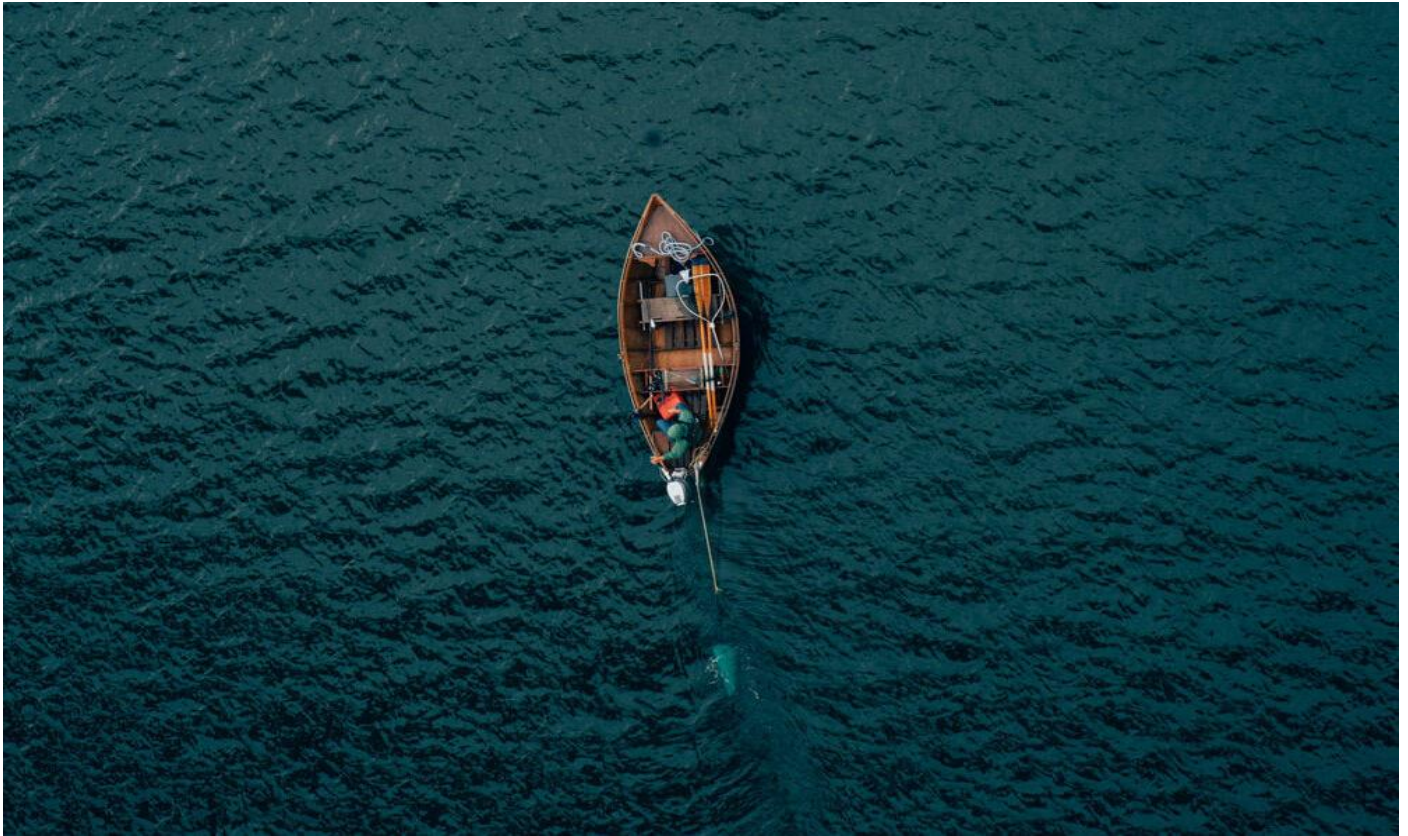
WHAT WILL THE BOOK THEY WRITE ABOUT YOU SAY?

WINNIE THE POOH HAD IT SORTED.

"YOU ARE BRAVER THAN YOU BELIEVE, SMARTER THAN YOU SEEM AND STRONGER THAN YOU THINK.



YOU CAN BE AMAZING IF YOU ARE BRAVE ENOUGH.



- ☐ DO YOU UNDERSTAND AND VALUE THEIR GENERATIONS?
- ☐ DO YOU KNOW HOW DO THEY LEARN?
- ☐ HOW DO YOU LEARN?
- ☐ HOW DO YOU TEACH?
- ☐ WHAT ARE THEIR MOTIVATIONS?
- ☐ WHAT IS THEIR (AND YOUR) BEHAVIOURAL STYLE?
- ☐ HOW DO THEY WANT TO BE LEAD?
- ☐ DO YOU ENCOURAGE A STOP START CONTINUE PLANNING CONTINUAM?
- ☐ DO YOU HELP THEM UNDERSTAND WHY NOT JUST BECAUSE YOU SAID?
- ☐ DO YOU DELEGATE OUTCOMES NOT NECESSARILY TASKS?
- ☐ DO YOU TELL LESS AND ASK MORE?
- ☐ ARE YOU A SITUATIONAL LEADER?
- ☐ ARE YOU LEARNING AND GROWING TOGETHER?

DO YOU WALK THE TALK?

LEADERSHIP PRINCIPLES: JIM ROHN

1. IF YOU CHANGE. EVERYTHING WILL CHANGE FOR YOU.
2. IF YOU WANT TO HAVE MORE YOU HAVE TO BECOME MORE.
3. DO THE EASY THINGS: THINGS YOU ALREADY KNOW. KEEP IT SIMPLE.
4. NEVER DO LESS THAN YOUR BEST.
5. DO ALL YOU CAN DO WITH ALL YOU HAVE BEEN GIVEN AND PASS IT ON.

WOULD YOU RATHER AIM HIGH AND FALL SHORT OR AIM LOW AND HIT THE MARK: MICHELANGELO

TAKE AWAY

A READY-MADE CAKE MIX: ADD WATER, STIR, POUR INTO A PAN BAKE FOR 30 MINUTES AT 350 DEGREES. TASTED GREAT BUT NO BUY IN OR PRIDE FOR THE BAKER.

GUESS WHAT THEY DID NOT SELL WELL!

WHY! NO PASSION IN THE JOB. A LACK OF INDIVIDUAL CONTRIBUTION AND OWNERSHIP.

THE COMPANY TOOK THE EGGS AND MILK POWDER OUT OF THE MIX. THEY RE-LAUNCHED THE HARDER TO MAKE CAKE MIX SO WHEN THE PERSON BAKED THE CAKE THEY HAD TO ADD IN THE MILK, EGGS AND OIL INCREASING THEIR INPUT AND OWNERSHIP OF THE CAKE.

IT IS NOW THEIR OWN CAKE AND PROUD OF THE END PRODUCT. THEIR MOTIVATION HAS BEEN TRIGGERED.

GETTING PEOPLE TO WANT TO DO WHAT YOU WANT THEM TO DO THE AND HAVE THEM EXCITED AND PROUD TO DO IT.

IT ACCOMPLISHES A MUTUAL GOAL.