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## On Motivation: Creating a Win, Win, Win


There exists a mathematical axiom which states that the whole is equal to the sum of its parts. Similarly, both your and your organization's growth depends greatly on your ability to help your people examine the various parts of their life to see if they add up to the total person they want to be. After all, an organization is nothing more, and nothing less, than a collection of individuals. Without each individual's energy and effort exerted to it's fullest every day, you are leaving tremendous amounts of potential on the table... potential for growth, profit, and competitive advantage.



“Leave work at work, and home at home.” How many times have you been told that, (or whichever variation of the same theme)... or have you told your people that? Sounds good. The problem is that it is impossible. When things are going bad at home it affects your ability to focus at work, and when things are going bad at work you go home and kick the cat... metaphorically speaking of course! The point is that your professional life and your personal life are two sides of the same coin... you are one person, and those two sides make you complete. When things are clicking along and going your way on one side, it automatically makes the other side better... in fact, you can't keep it from doing so!

For any organization to perform at its peak its people must be fully engaged, focussed, and aligned with strategic objectives... that means every person... *individually*. So, what's the best way to go about making that happen? One thing is for sure... if your are telling, you're selling, and no one likes to be sold! Since you were two years old you haven't liked anyone telling you what's good for you, or what you should or shouldn't do! Welcome to the club, the fact is no one likes it... and that includes your people. If that is true, and it most certainly is, then what are your options?

First, it is important to understand and accept the fact that no one gets up in the morning and says, “I want to screw things up today”... it just doesn't happen. People want to be successful, and want to be part of something special. You might find it edifying to note that multiple studies have found the top five things people want from their jobs as follows, in rank order of importance:

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1. Full appreciation of work done
  2. Feeling of being in on things
  3. Help on personal problems
  4. Job security
  5. High wages

(You can access additional details on this research by clicking [here](#))

## Creating a Triple Win

We've discussed the importance of accomplishing your organization's objectives, and how each individual is influenced by both their personal and professional and professional lives. Let's analyze what success might look like in these three key areas:

PERSONAL	PROFESSIONAL	ORGANIZATONAL
Family	Influencing/Selling	Revenue growth
Physical	Developing people	Profitability
Social	Productivity	Customer loyalty
Mental	Time management	Strong leadership
Spiritual	Career advancement	Attract and retain profitable employees
Financial	Recognition	Industry/Community recognition

When we do this exercise with people their answers generally fit into one or more of the categories listed and, obviously, the details are different for each individual. Uniquely, while success is something everyone wants... it means something different for each person! As you can imagine, given some time, folk's lists can easily fill reams of paper.

We then ask the most important question: "How many of these are interrelated?" The unanimous answer is "all of them". Lets ask the question another way:

- Does the better you become professionally help or hurt the organization's ability to achieve its success?
- Does the organization's ability to achieve success help or hurt it's ability to help provide you with opportunities to achieve personal success as you have defined it?

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- The more successful you are personally, does that help or hurt your ability to be successful professionally?

The answer to all those questions is IT HELPS! That's what we mean by "Creating a Win-Win-Win".

Why do people get up and go to work every morning? Why do they (or should they) put energy into getting better professionally? It's because it allows them to do, or to have, or to become what is important to them personally! If you are not helping your people make that intellectual and emotional connection, to discover for themselves how their day to day efforts benefit them personally, how by getting better professionally helps the organization get better, which then can have the resources to provide opportunities to its people to achieve personal success, you are getting less than half the person every single day.

It doesn't happen by accident, it's not intuitive, in fact, most organizations purposely shy away from anything that approaches the personal side of life. This is utter nonsense, and wildly unprofitable. In item three listed above, people aren't saying they want you to solve their personal problems, they're saying they 'want help' with figuring out how to solve them themselves. Most people have never been taught (don't get me started on our education system!) how to set and achieve meaningful goals! Goal achievement is both as skill and a habit that must be in place for sustainable success personally, professionally, and organizationally.

What have YOU done to create a reliable and repeatable process that helps your people self-discover What's In It For Me?

***If you would like more information on this topic... or if you would benefit from understanding how to implement these ideas in your situation... please feel free to contact me directly by phone 601.709.4628, or via email at [mjharbaugh@me.com](mailto:mjharbaugh@me.com)***

In your service,  
Michael Harbaugh  
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