

# motivation made easy!

Liz McKeon's gives you a motivation master class for 2011

Motivation is the driving force, which causes us to achieve goals. Since employee motivation is essential for the growth of a salon, managers need to know how to motivate their employees.

The duty of the manager is to set up the right environment where staff can empower themselves. Money isn't always the main motivator. A well-paid job can often help people from becoming less motivated but it usually isn't helpful in making them more motivated.

Different people are motivated by different things; while money is important for some people, others cherish greater recognition within the salon or time off. A manager trying to motivate employees should try to understand what motivates each one of them. The easiest way to do this is to ask, listen and observe them.

Don't frighten your employees. It may help if the boss yells a lot, but this usually only works for a short time. Fear alone can't keep employees motivated for a very long time.

Motivate yourself - if you are enthusiastic about your job, it will be easy to make those working with you enthusiastic also. What can you do better to motivate yourself?

Always work with the objective of aligning the goals of the organization with the goals of the employees. Just having a few motivated employees won't help unless the entire team works towards realizing the goals of the salon.

## practice what you read!

Leadership skills aren't necessarily cultivated by just reading management books and articles, you need to practice to improve your management role.

Learn to delegate and give due importance to teamwork. Don't do everything yourself. Excellent leadership involves delegating responsibility and authority to employees. Let them decide how they want to carry out tasks. When you delegate, your team will get the impression that you want them to take stronger roles in their jobs.

## Top 10 Proven Ways to Motivate Employees:

1. Personally thank employees for doing a good job one-on-one, in writing, verbally or both. Do it timely, often and sincerely.
2. Be willing to take the time to meet with and listen to employees - as much as they need or want.
3. Provide therapists specific and frequent feedback about their performance. Support them in improving performance.
4. Recognize, reward and promote high performers, attend to and deal with low and marginal performers so that they improve or leave.
5. Provide information on how the company makes and loses money, upcoming new products/services and strategies for competing in the market place. Explain each therapist's role in the overall plan.
6. Involve all staff members in decisions, especially as those decisions affect them. Remember involvement equals commitment.
7. Give employees a chance to grow and learn new skills; encourage them to do their best. Show them how you can help them meet their goals while also achieving the salon's goals. Create a partnership with each employee.

8. Provide employees with a sense of ownership in their work and the salon. This ownership can be symbolic (for example, appointment/business cards for all therapists).
9. Strive to create a working environment that is open, trusting and fun. Encourage new ideas, suggestions and initiative. Learn to allow staff to learn from, rather than punish, mistakes.
10. Celebrate the success of the salon and of the individuals working with you. Take time for team and morale building meetings and activities. Be creative and fresh with your ideas.

Everybody wants to feel proud of the salon or spa they work for - it enhances their reputation, makes them feel good, look good and gives the salon access to the best people. Don't be afraid to work with the best. But, sometimes the best people can be difficult. They are single minded, they have tunnel vision - that's what makes them good. They can be reluctant to compromise, can even be intimidating, but if you motivate them with an attitude that you want to do something well, they will respond positively.

## maintain your own enthusiasm!

It's impossible to be a motivating, effective manager if your own enthusiasm for the salon starts to diminish. To prevent this happening you will help to maintain your passion for your salon by maintaining your health and managing your own stress. Surround yourself with positive people, train all your staff in how your business operates. Make good rules, stick to them yourself and you will reap the rewards. Be open and honest, lead by example and your team will follow.

Liz McKeon is a Business Coach and Trainer, specialising in the Beauty Industry. For information about upcoming seminars and consultancy services, check out [www.lizmckeon.com](http://www.lizmckeon.com) or call 00353 86 386 1243.

