

# 10 Hacks to Motivate and Keep Great Employees

Jimmy Edwards, Marshall Music Co.



A high-resolution satellite-style image of Earth from space, centered on the African continent. The top of the image shows the northern part of Africa and the Middle East, with some desert regions in shades of tan and brown. The bottom shows the southern part of Africa and the Indian Ocean, with a prominent cyclone or storm system swirling in the lower right. The blue of the oceans is deep and vibrant. A thin blue glow surrounds the edge of the planet, suggesting the atmosphere. The background is a dark, starry space.

How on Earth do I find the time?!

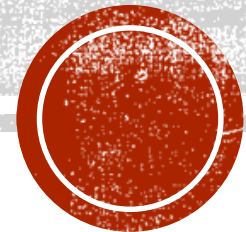


ENGAGE

# QUICK MEETINGS

(It might be the best meeting you have all day)

- Get on the same page
- Something operational
- Something innovative
- What are YOU doing
- Increase accountability



# Whiteboards Work!



- ✓ MORE ATTACHED TO IDEAS/GOALS WE CAN SEE
- ✓ CREATE SENSE OF ACCOMPLISHMENT
- ✓ HAVE SOME FUN WITH IT!

Pizza Today!!

# **BE VISIBLE!**

**✓ Participate**

**✓ Get your hands dirty**

**✓ Minimize time in “your office”**

# Talk Business

- **Speak to your staff about other areas of the business**
- **DO NOT assume that it's over their heads**
- **Share the good and the bad**
- **Ideas might come from unlikely sources**



# EXPLAIN WHY

- Employees are questioning your reasons already
- We keep changing? Why?
- Make sure there is understanding
- Ask for input!



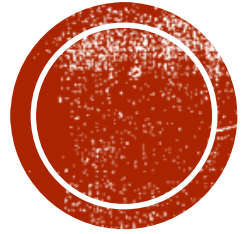
# Learn the Duties

- You should have more than a basic understanding
- Ask questions. Honest ones
- Small tasks to you might be large to others

# Encourage Learning

1. Stress the importance of training and how you want to help
2. Find out what people want to learn
3. Your employees want a new position? They want YOUR job?

Great!



# Clear Communication About Performance

- Don't dance around the issue**
- Look people in the eye**
- Don't say "I don't think ..."**
- One more sentence**
- Are you leaving each day feeling good?**
- How do we get there?**

# GET PEOPLE OUT OF THE BUILDING

- Remember the first time you did. It felt good, right?
- Let people see the bigger picture
- Community Events, seminars
- Take people to NAMM!!!!!!!



A red and white checkered ribbon is tied in a bow on a wooden surface. The ribbon is the central focus of the left side of the image, with its ends extending outwards. The wood grain is visible, and the lighting is soft, highlighting the texture of the ribbon and the wood.

# Give Rewards

- Most effective form of appreciation, for some
- Buy lunch. GIVE lunch. Don't drop it off
- Give and you shall receive
- Make it the next dollar you spend (after NAMM?)

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