

5 Strategies to Motivate and Keep Great Employees

Jimmy Edwards, Marshall Music Co.

Why is this important??

- **Employees of ALL AGES want to be motivated and inspired**
- **Humans want to feel involved**
- **Your business depends on it!**
- **Life will get easier**



TOP 5 STRATEGIES

- **Training**
- **Leader Interaction**
- **Clarity on Performance and Growth Opportunities**
- **Goal Setting**
- **Working with a Purpose**

OH NO!! THE T-WORD!

- ✓ **SOMEONE** should be talking about training
- ✓ It doesn't have to always be product training
- ✓ Get people out of their departments – no silos!
- ✓ Look to your suppliers for help



**Get Your
Employees
Out of the
Building**



- Local Seminars
- Business Watch Groups
- Ed-rep Ride-alongs
- Trade Shows...

**The
NAMM
Show**

**Summer
NAMM**

Spending Time With Leaders

- **This is a great way to inspire new employees**
- **Share stories from the top**
- **Don't assume that topics are over their head**
- **Invite employees to meetings**



Work Alongside Your Employees

- This is the best form of appreciation for some
- Nobody wants to feel like you are *too busy*
- Work late, buy lunch
- Acknowledge their expertise

Clarity on Performance and Growth



CLARITY is the key word



Performance evals – not *too corporate, man*



Talk about success and failure.
Talk louder!



Ask people where they want to
be



AAAAAAHHH!! Raises!!!



- **You can run, but you cant hide**
- **Employees deserve a discussion on compensation**
- **Most times an answer is all that is needed**
- **Don't be afraid to discuss pay ceilings**



GOOOOOOOAAAAAALLLLLSSS!!!

- You say you have them, can I see them?
- Employees react better to tangible, measurable goals
- You should have at least one formal system in place for company goals



Goals – A Great Place to Start

- **Get a whiteboard. Get three.**
- **Daily huddle – 20 min**
- **Weekly huddle – 1 hour**
- **Ask your employees how they feel about the process
– what a concept!**

Music – Working with a Purpose

- This is a special industry we work in
- Making music changes lives
- Inspire yourself, then you can inspire others
- Employees need to have a purpose
(besides a paycheck)

So.....





REMINDE THEM!!!

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