

“People often say that motivation doesn’t last. Well, neither does bathing that’s why we recommend it daily.” This is a quote by Zig Ziglar.

MOST LEADERS APPEAR TO EMPLOY A MIXTURE OF PUSH AND PULL MECHANISMS TO MOTIVATE BUT TEND TO FAVOR ONE OVER THE OTHER. THEIR PREFERENCE IS PROBABLY BECAUSE OF HOW THE LEADERS THEMSELVES PREFER TO BE MOTIVATED. FOR THE PURPOSE OF ESTABLISHING CREDITABILITY AND A BASE OF SUPPORT, IT IS ESSENTIAL TO KNOW WHICH SIDE OF THE MOTIVATIONAL SPECTRUM YOU ARE ON. ONE WAY TO FIND OUT IS TO ASK YOURSELF WHICH LEADERSHIP

ACTIVITY ELICITS THE MOST PERSONAL SATISFACTION FOR YOU. HAVING POWER OVER OTHERS, ACHIEVING SOMETHING UNIQUE, OR WINNING IN COMPETITION WITH OTHERS?? WAS THERE A FEELING OF TEAMOWRK, OR OF INDEPENDENCE AND ACCOUNTABILITY??

I PERSONALLY DO NOT BELIEVE THERE IS A SINGLE RIGHT WAY TO MOTIVATE OTHERS. THERE ARE “PUSH TOOLS” THAT WORK WELL WHEN THEY ARE APPROPRIATE TO THE EXISTING CULTURE WHEN GOALS AND THE BEHAVIOR THEY CALL FOR ARE CLEAR, AND WHEN THE

RIGHT REWARDS CAN BE GIVEN FOR  
ACHIEVING THESE GOALS.

HOWEVER, I DO BELIEVE LEADERS WHO  
RELY

TOO MUCH ON “PUSH” METHODS RUN THE  
RISK THAT PEOPLE WILL DO PRECISELY  
WHAT THEY ARE REWARDED TO DO AND  
NO MORE, OR THEY WILL REVERT TO OLD  
BEHAVIORS WHEN THE REWARDS END.

“PULL TOOLS ARE BEST WHEN PEOPLE ARE  
ASKED TO DO EXTRAORDINARY THINGS.

THE DANGER IS THAT THEY COULD DE-  
MOTIVATE OR CONFUSE PEOPLE IF THE  
PREVAILING REWARD SYSTEM  
ENCOURAGES BEHAVIOR DIFFERENT FROM  
WHAT IS BEING ASKED OF THEM.

HOW LEADERS PREFER TO DETERMINE A

PERSONAL STYLE OF MOTIVATION SEEMS TO CORRELATE WITH THEIR PERSONAL

PREFERENCE FOR “PUSH OR PULL” MOTIVATIONAL TOOLS.

THOSE WHO PREFER “PUSH” MECHANISMS SEEM TO WANT ORDERLY ORGANIZATIONS IN WHICH PROBLEMS ARE UNDER CONTROL OR AVOIDED, WHILE LEADERS WHO RELY ON “PULL” MECHANISMS TO MOTIVATE PICTURE GROUPS OF PEOPLE WHO ARE ENERGIZED AND EXCITED. A LEADER’S PERSONAL VISION IS ALSO AFFECTED BY PERSONAL SOCIAL INFLUENCES. THOSE WITH HIGH NEEDS FOR ACHIEVEMENT USUALLY ENVISION COMPETITION, FAST

PACED SITUATIONS THAT MEET CHALLENGING OBJECTIVES; THOSE WITH A NEED FOR AFFILIATION FOR MENTAL PICTURES OF PEOPLE WORKING TOGETHER CLOSELY TO ATTAIN SHARED ORGANIZATIONAL GOALS.

IN SUMMARY, THERE IS NO SINGLE BEST APPROACH FOR MOTIVATION. THE LEADERS WHO ARE AWARE OF THEIR OWN STYLE OF MOTIVATION ARE THE ONES MOST LIKELY TO SUCCEED IN THEIR ABILITY TO LEAD & TO MOTIVATE THEMSELVES AS WELL AS OTHERS.

IN CLOSING, I WOULD LIKE TO LEAVE YOU  
WITH A QUOTE FROM PASCAL THAT I FIND  
VERY THOUGHT PROVOKING....

“PEOPLE ARE GENERALLY BETTER  
PERSUADED BY THE REASONS WHICH THEY  
THEMSELVES DISCOVERED THAN BY THOSE  
WHICH HAVE COME INTO THE MINDS OF  
OTHERS.”

THANK-YOU, AND GOD BLESS YOU.....