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## **Motivational Techniques for Business Leaders ©**

By

**Ron Hequet**

The company culture; that nebulous yet defining awareness of whom we are, how we act, and what we believe – is created primarily by the character of the founder / owner.

- 1. Raison D’Etre:** Assure that at least every key or influential person in the organization knows and believes in the organization’s values. Foods in the refrigerator absorb the odors of whichever of their shelf companions is most aromatic. Likewise, organizations not identified by their owners sometimes assume the personalities of their most dynamic, personable, or just plain loud staff member. Without attention from the owner, a company’s culture is at the mercy of the human equivalent of stinky cheese.
- 2. Lost Loyalty:** Identify loyalty; in this age of ‘feelings’, stalwart members typically don’t vocally identify themselves as such.

Publicly acknowledge those people; this can be a great motivator. Because, if the organization’s de facto heart and soul quits employment because loyalty went unnoticed, morale will plummet. And if, heaven forbid, he or she leaves to start their own business, expect to see your best people pied-piper’d out of the building.

- 3. Be Seen:** Leadership can be many things: benevolent, dictatorial, funny, hip, hypercompetitive, brilliant, even charmingly nerdy. The one thing they can’t be is invisible.

**For more information and real world examples, contact...**

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