Build a good relationship with employees

As leaders in your organizations, you may be loaded with lot a of responsibilities which lead you to become forgetful of your employees. Employees have feelings, desires, and personal interests too. Don't ignore them. Ask how you can help them with their career goals, and show a genuine interest in their wellbeing. Show them your affection and they will give back with loyalty and productivity.

Source: manageBetter.biz, Insider

Give specific, not general, feedback

Effective employee feedback is specific, not general, writes Susan M. Heatfield, a human resource expert and a management and organization development consultant. For example, say, "The report that you turned in yesterday was well-written, understandable, and made your points about the budget very effectively." Don't say, "good report." One of the purposes of effective, constructive feedback is to let the individual know the specific behavior that you'd like to see more of from him. General feedback, like a pat on the back, makes the employee feel good momentarily but doesn't do a good job of reinforcing behavior.

Source: Susan M. Heatfield, https://www.thebalance.com

Use drawing to articulate your vision

Drawing is a powerful communication tool if used properly. For example, in developing your vision you can use drawing to articulate it. If you want people to follow you, at some point you have to show them where you are going – and that is where you need a picture. Nothing inspires people like being on a quest, and a quest always has a destination. So draw a picture of that destination. For example, if your goal is to 'win the prize', (gain more market share, become #1 one in your industry) show what it will look like when you get there. If your goal is to 'slay the dragon', (beat the competition, vanquish your foe) then show what it looks like to swing the sword and drop that beast.

Source: Skip Prichard, http://www.skipprichard.com/

Never ask employees to evaluate their peers

"Peer" means "work with." Who wants to criticize people they need to work with?

Bosses should know employee performance inside-out. If they don't, they should never use employee peers as a crutch. Great bosses dig in, pay attention, and truly know the people they lead, writes Jeff Haden.

Source: Jeff Haden, www.ragan.com

Consider demographics in marketing campaign

Happiness provides a different meaning for young and adult. A research found that people in their teens and twenties to thirties are significantly more likely to express excited happiness than calm happiness which being expressed by people in their forties to sixties and above. This suggests that the way we feel happiness changes over the course of our lives. The research has tremendous implications for marketers through their campaigns and branding trying to really connect with consumers on a fundamental level by promising happiness. As such, marketers should think about, first of all, who they are targeting and what demographic are they trying to speak to, older or younger individuals? Relatedly, how should they be communicating the happiness they're promising? Is it excitement, with loud colors, high energy and intense color? Or, should they be conveying happiness as a more tranquil, serene, calm type of happiness to really connect with and resonate with an older consumer?

Source: http://knowledge.wharton.upenn.edu/

Keep workers informed and engaged

An informed workforce is an engaged one. When communicating with your employees, keep in mind these basic things they want to know: **Strategy:** What are we doing? **Plan:** How are we going to achieve our goals?
Role: What do I need to do?
Reward: Why is this goal important to me?

Source: https://www.managebetter.biz

Prevent over-managing your employees

When productivity declines, managers feel the need to over-manage their employees more than usual. However, over-managing employees is actually counterproductive, leading to decreased employee engagement and even lower productivity. Stop the damaging over-managing tendencies! Instead, leverage transparency to see what everyone is working on and keep employees productive without over-managing or wasting time.

• **Set clear expectations and goals.** Set clear expectations based on company goals with each employee periodically, as best fits your organization and culture. Visual performance indicators or checklists help employees stay on track and understand their priorities. Give team members a specific goal and deadline to achieve in their own way. This could eliminate the need for over-managing the employees while achieving the desired results.

• **Select the perfect candidates.** To build the right team, understanding the company culture is important. For instance, a fast-paced startup needs employees who are agile and willing to take on multiple responsibilities beyond the job description. During the hiring process, be honest and open with candidates about roles, responsibilities and expectations, while making sure the culture aligns with their preferences and personality traits. Hiring someone who doesn't fit in well with the culture will create the desire, or even need, for over-managing them.

• **Allow contribution of ideas.** Employees are much more engaged and productive when they have a voice and understand how their work impacts the company bottom line. Providing a list of "to do's" that employees must execute on just because they were told to won't provide good results or eliminate the need and desire to over-manage. Try giving employees a "stake" in the company by offering ownership of ideas, freedom to express creative ideas or setting personal goals that contribute to the company's overall success.

• **Provide real-time feedback.** From a broader perspective, focusing on the big picture and the end goal clarifies where the company is going and what everyone is working toward. Communicating how everyone is doing allows them to understand their role within the company without getting into minor tasks.One way to provide feedback in real-time is to put a whiteboard with the company goals in a central location within the office. Create a color coding system that quickly and clearly displays the status of the goals so everyone can see the progress.

Source: http://peoplehro.com/

Provide effective feedback

According to Mindsteps, https://mindstepsinc.com, feedback provides you with ongoing information on how you are doing and how close you are to your goals. Thus, in order for feedback to be effective, we must give people feedback PRIOR to being evaluated so that they have a chance to make adjustments, corrections, or complete changes to their performance and get closer to their ultimate goals. Below are some tips in providing effective feedback from the article, "Provide Feedback that has an Impact" by Susan M. Heatfield, https://www.thebalance.com.

➲ Feedback is communication to a person or a team of people regarding the effect their behavior is having on another person, the organization, the customer, or the team.

➲ Positive feedback involves telling someone about good performance. Make this feedback timely, specific, and frequent.

➲ Constructive feedback alerts an individual to an area in which his performance could improve. Constructive feedback is not criticism. It is descriptive and should always be directed to the action, not the person.

➲ The main purpose of constructive feedback is to help people understand where they stand in relation to expected and/or productive job behavior.

What are incentives at work?

Incentives for employees at work can be as simple as public recognition. An incentive is an object, item of value or desired action or event that spurs an employee to do more of whatever was encouraged by the employer through the chosen incentive. Susan M. Heatfield, management and organization development consultant, enumerated four kinds of incentives that are available for employers to use at work.

➲ **Compensation incentives** may include items such as raises, bonuses, profit sharing, signing bonus, and stock options.

➲ **Recognition incentives** include actions such as thanking employees, praising employees, presenting employees with a certificate of achievement, or announcing an accomplishment at a company meeting.

➲ **Rewards incentives** include items such as gifts, monetary rewards, service award presents, and items such as gift certificates. An additional example is employee referral awards that some companies use to encourage employees to refer job candidates.

➲ **Appreciation incentives** include such happenings as company parties and celebrations, company-paid family activity events, ice cream socials, birthday celebrations, sporting events, paid group lunches, and sponsored sports teams.

Source: Susan M. Heatfield, management and organization development consultant

➲ Recognition for effective performance is a powerful motivator. Most people want to obtain more recognition, so recognition fosters more of the appreciated actions.

Source: Susan M. Heatfield, https://www.thebalance.com