

3 STEPS

[TO MOTIVATION]

FOR YOU AND YOUR TEAM

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STEP 1

‘How to take ownership of your motivation’

STEP 2

‘The secrets of how to motivate other people’

STEP 3

‘The secrets to creating a motivating work environment’

→ STEP 1:

‘How to take ownership of your motivation’

When I present seminars, somewhere near the beginning of them I will usually ask the audience ‘...what would you like to get from today?’

Typically, the most frequent answer is, ‘Motivation’ ...most people are looking for motivation.

I guess that means that, most people are ‘somewhere in their life, but it’s not where they want to be, they want to be somewhere else, they want to be someone else. They want to have different things and they think that if only they could be more motivated they might ‘get or be’, what and who they want in life.

The first problem is they have given up their power by passing the responsibility for how they are feeling over to someone else, they are looking to someone else to give them ‘a short cut’ to allow them to move forward in life, they don’t want to take ownership of their results!

So they sit there often looking completely lethargic, disillusioned and totally un-motivated and I am meant to wave my magic wand and motivate them. So I have two choices, either I motivate them, or I should stop asking the question.

This chapter is the first in a series of three dealing with the topic of motivation.

The first chapter is titled ‘How to take ‘ownership’ of your motivation’

So, are you self-motivated? ...Can you get yourself to do the things you want and need to do?

The word ‘Motivation’ means ‘Motive-for-action’

Another way of expressing ‘motive-for-action’ is ‘reason for doing it’ whatever ‘it’ is and the more reasons you can come up with for ‘doing it’ and the more powerful those reasons for ‘doing it’ are, the more likely you are to take action.

So, what ‘motive for action’ do you have? What is it that drives you forward?

Everyone has their own reasons, for some it's ‘money’ or a ‘better life style’. For others it's ‘ambition’ or ‘to support a family or ‘wanting to give back to a community or charity’ or the pursuit of recognition or fame.

There is no right or wrong answer, if it's your answer, it is the right answer.

But having an answer gives you a ‘focus’, having an answer gives you a sense of purpose.

If motivation means ‘motive for action’ then what you need to do to motivate yourself, is focus on your ‘motive for action’ your ‘reason for doing it’ the ‘what's in it for me’ factor.

You need to have a focus, a purpose, not my purpose or someone else's purpose, ‘your’ purpose, your reason for doing whatever it is, that you want to achieve.

Your purpose is your goal, and the more clarity you have about your goal the better so, what is it?

- If your ‘motive for action’ is money, how much money is it you want, and by when?
- If your motive for action is a better lifestyle, what is the lifestyle you want and by when?
- If your ‘motive for action’ is recognition, what is it you want to achieve, what position, what job, what award is it that you would like to win?

You need to focus on what or how you will benefit, and what you will get by doing it, ‘the pleasure’, and perhaps what you won't get, maybe even what you will lose, ‘the pain’, if you don't do it.

The more emotional leverage you can create, and the more of a sense of urgency you can create, the more likely you are to take action.

Sometimes we all look for the easy way out, we want someone else to motivate us, we say things like “I just need motivating” or “I need you to motivate me” or “If only I could get more motivated.”

It's not up to someone else, it's up to you!

One of my favorite quotes is made up of just ten, two letter words,

“If it is to be, it is up to me”

It's not up to somebody else to do it for you, it's up to you!

Easily said I know, but how do you do that? how do you change the way you feel?

Essentially there are 3 steps...

First: Change what you think about, ‘what you focus on,’ because what you choose to focus on you will feel, so if you choose to focus on negative un-motivating thoughts all day then that is what you are going to feel! So use the power you have, to choose what you will think about.

Second: Change the words you use, both the words you use to other people and the words you use to yourself. That little voice that's in the back of your head, talking to you every waking moment, [yeah that one] that little voice is either your best friend or trouble. The good news is ‘it's your voice’ and you get to choose the words it speaks.

Third: Change what you do with your body ‘your physiology. If you are going to choose to mope around lethargically all day then that is how you are going to feel. Again it's a choice, so take control of what you choose to do with your body.

There is no magic wand, it starts by taking ownership of yourself and the results you get in life!

People who succeed in life are people who are focused, they know what they want and they focus on getting it, they are clear about their 'motive for action.'

Whereas people who are 'fuzzy' in defining what they want, people who are vague in getting definition to their 'goals, what they want in life' lack direction and lack the focus needed to succeed, and they usually blame everyone and everything else for their situation in life.

Motivation is more than just an attitude, it's a feeling, it's a way of being, it's an emotional state and it comes from within. Someone else can inspire you, but you need to learn how to get yourself into a motivated frame of mind.

When you look at someone, you can often tell how they are feeling by their body language, it speaks volumes. Think about it, what is the body language of someone who is happy, angry, sad, depressed, passionate?

Every emotional state has corresponding physiological traits, by that I mean, what it is that you physically do with your body that corresponds with that emotional state.

Ask yourself, are those physical traits a 'result' of feeling like that or are they part of the 'cause' as to why you feel like that?

If you change what you physically do, and, change the words you use and what you focus on mentally, you change how you feel emotionally.

As an example, imagine for a minute that you were depressed, what would your posture be like, how would you stand if you were feeling depressed?

Now imagine you just got a promotion at work, one that you really wanted, now how would you stand? Or, imagine you were the proudest parent on earth! What posture would you have then, What would you look like then? You have a posture that represents every emotion.

Some changes in our physiology are very subtle, for example, imagine for a minute you were really happy because you just won the lottery, just put yourself in that state for a moment, now ask yourself what are the changes that happened to your breathing when you feel that euphoric.

It's very subtle, it's almost imperceptible to someone else, but hundreds of things happen to your physiology that reflect the emotional state that you are in, and as a result your brain releases electrical impulses and chemical endorphins that make you feel and experience that emotion, whether its happiness, anger, pride, frustration, or motivation.

You can choose your emotion, you can go in and out of any of those emotional states right now by putting your physical body into that state based on your memory of what 'you do' when you do that emotion, and focusing on a memory of a past event where you experienced that emotion.

How do 'you do' happy, how do you do sad, how do you do excitement, and how do you do motivation? The key point is this, that by going into that physical state you won't just see the physical representation of that emotion you will 'experience' the emotion.

So what is the body language of someone who is motivated? Do they sit slumped in a chair, rounded shoulders looking at the ground? Of course not, that is the body language of depressed, that is how you do depressed.

So how do you do motivation?

Think about it. You have been motivated before, right? Well, what did you do with your body? 'Your physiology' what ever it was, do it again, put yourself in the same physical state, do the same things you did with your body when you were last motivated and you will be more motivated now.

- How do you stand when you are motivated?
- How do you move when you are motivated?
- How do you sound?
- What tone of voice do you have?
- What words do you use when you are 'motivated'?
- What do you focus on?
- What do you listen to?
- What do you read?
- How do you communicate?
- How do you sit?
- How do you walk?
- And, how do you breath when you are motivated?

Yes, motivation is something you do. The quickest way to motivate yourself is to change what you are thinking about, your focus, and change the words you use to yourself and others, and finally change what you are doing with your physical body, your physiology.

I know it might be easier to sit collapsed in front of the TV watching some mindless rubbish with a glass of wine or whatever in your hand, but, that's not how you do motivation.

I know it might be easier to sit slumped in the staff room reading the gossip magazines and moan and bitch about everyone and everything, but, ...thats not how you do motivation either.

In summary... Motivation is a choice,
being motivated is down to you.
Sorry, but you can't blame anyone
else.

It starts by being clear about what you want, knowing what 'your motive for action is' and then focusing all your energy on it's attainment.

Furthermore, you need to recognize that the quickest way to change how you feel is to change your physiology, and to put yourself in the physical state of a motivated person and you will start to take on that feeling.

So where do you go from here ...

Sit down with your team and have a brain storming session ... ask them three questions...

1. As individuals, what are our "motives for action"
2. As a team what is our collective "motive for action"
3. How can we help to motivate each other?

Motivation is a choice, your choice.
So make the choice to be self
motivated.

STEP 2:

'The secrets of how to motivate other people'

How do you motivate your people?

What are the secrets, how can you as a manager make your people more motivated?

Possibly the biggest challenge we face as managers is motivating our people to be at their best.

What are the tools we have at our disposal? Many people are motivated by money and money is very important to all of us. However, money alone is not enough.

On a day-to-day basis, numerous opportunities present themselves to motivate the team or individuals within it, through the offering of incentives as an inducement for improved performance.

While these incentives serve a definite purpose and are an important tool in creating a fun competitive element to the day, they are not the key to long term motivation and real commitment. Real motivation comes from your people buying into something bigger.

One of the biggest challenges is recognising that motivating your people is not a one size fits all approach. So whatever is currently in your arsenal of tools don't expect everything to work on everyone all the time and just because something works today doesn't mean it will work tomorrow.

You can't insist or bully people to be more motivated...

If your technique involves yelling louder, pushing harder and relentlessly badgering your team to produce better results, good luck... It won't work [or if it does, it won't last]. People can be pushed to get things done but when the pushing stops so does the results.

If the habit you have taught, is to produce results to avoid getting yelled at, when the yelling stops so do the results.

If your work environment is built on verbal chastisement to get results what is the likelihood that a place like that would genuinely inspire people and build a positive happy and loyal culture?

Try to create healthy competition...

In a hairdressing salon another and better way to motivate people is to create competition by sharing and comparing results.

Post the results of client retention, client count or service figures on the staff room notice board at the end of each week and you will soon see nobody wants to be at the bottom.

Many people will respond to that type of competition and in the short term at least this may work. The problem is that like all competitions you can only have one real winner, which means most of the team members are... 'losers'?

Some people will use losing to motivate themselves to try harder next time, but others give up and don't try at all which has a big negative impact on the rest of the team.

The problem is that in a business you don't want only one winner, you want the whole team and the business overall to be the winner.

The other downside of competitions is that you are trying to develop a team of people that help and support each other, it's hard to create that team dynamic when at the same time you are competing against each other.

So what is the key to long term results...

When your people learn to embrace achievement they get addicted to it. If you can coach and encourage them, if you can develop and nurture them to rejoice in their achievement, you will create lasting results that yelling or pitting them against one another would never achieve.

The best motivator in my experience is praise. Personal acknowledgement is proof that their performance has been noticed and that they did a good job.

It's acknowledgement that you noticed they were trying and improving. You noticed and took the few seconds to express praise.

Sometimes, it may have been with just a smile or a wink, but you noticed and that praise motivates them to get better.

Left to their own devices, most people are unable to manage and motivate themselves to perform to the levels that you would like. But, those that can, or those that can with guidance and encouragement, will produce amazing results.

How well do you address the **six fundamental needs**?

Having a team of people that feel really committed and loyal to the business is a question of understanding and fulfilling their six basic needs as human beings, nothing to do with hairdressing, but as people.

The six fundamental needs we all have are

- 1. **Connection**
- 2. **Significance**
- 3. **Variety**
- 4. **Security**
- 5. **Need to grow**
- 6. **Need to contribute**

How well do you address these 6 points?

First, of all, **'Connection'**. What level of connection does your team feel with you, with each other and with the brand? What processes do you have in place to encourage a greater level of engagement and connection with yourself and the rest of the team?

What could you do that you aren't currently doing? What else could you do?

The second fundamental need is **'Significance'**, How significant do they feel? Regardless of their age or position, do they feel that they matter? Do they feel that what they do is important, that they are relied on and trusted to deliver an important component of the end-result?

What processes do you have in place to ensure that your team feels needed and appreciated? ...What else could you do?

The third fundamental need is **'Variety'** Is there variety in the job they perform? What systems have you put in place to ensure that all team members have variety in their daily tasks? That they are not constantly just doing dull, boring, mundane and repetitive jobs?

What else could you do to get variety into their daily routine?

Forth is **'security'** What do you do as a manager to make your team feel secure in their jobs? If your team don't feel a level of security, what chance is there of getting their full commitment and loyalty?

How can you make your team feel secure in their jobs?

Fifth, is the **'need to grow'** What opportunities do you create for your team to learn and grow? To become more than they are already, not just in their jobs but as people?

What else could you do?

And, finally the **'need to contribute'** How can you create opportunities for your team to feel that they are contributing? People need to feel that they are part of something bigger and that they are contributing to the business and each others success AND the community they live and work in? Is their contribution acknowledged?

To summarize...

We often look to short term solutions to motivate our people, and while short term incentive and reward and on-going acknowledgement is essential, do not forget to look at our more fundamental needs as human beings and how the very culture of your business is set up to satisfy the deeper needs of our people.

A truly successful business is built when you are able to get the team to realize the benefits of mutual support and they understand that they are part of something bigger and that they control their direction.

When you can do this, you give people and the business an amazing platform to grow.

So what do you do now...

1. As the manager look at what you currently do to motivate your people and give yourself an honest appraisal of your shortcomings.

2. Based on that self appraisal, put together a list of action points and identify your top three for you as the manager to focus on.

Finally, with your team look at the list of the 6 fundamental human needs and get their input for any areas that collectively you could improve.

STEP 3:

'The secrets to creating a motivating work environment'

Have you ever wondered why some environments bring out the best in people?

What are the secrets, how can you make your work environment a more inspiring and motivating place to be?

Have you ever noticed how different work environments affect your energy?

Some drag you down and sap your energy and leave you feeling flat and lethargic? Whilst other environments inspire you to greater things, the environment itself holds you to a higher standard?

'In many ways, we are the product of our environment.' If that is so, how do we create an environment that is inspiring, an environment that motivates our people to be at their best?

What are the factors that influence an environment? As human beings we are constantly absorbing and processing information through our five senses, sight, sound, touch, taste and smell.

Our five senses are constantly transmitting information to this amazing computer that is our brain and the brain simultaneously processes the information and gives it meaning which influences our feelings and emotions which causes us to act and behave in a certain way.

All the senses contribute, some of the information is blatant and some is very subtle, almost subliminal. But, combined, it creates emotional triggers that have a very real effect on how we feel, and motivation is a feeling, an emotion an attitude.

So how does what we 'see' affect our levels of motivation?

It has long been known that different colours and combinations of colours trigger off different emotional states in us and this is used very effectively in advertising and design, from enticing us to feel hungry, for example think of the fast food outlets that use the colour **red** in their signage, McDonalds, KFC, Burger King, Pizza Hut etc they all use red, because it has been proven that red triggers an emotional response in us that relates to food and feeling hungry now!

Or, think of the **pale soft greens** that are used in dentists, doctors and hospitals because pale soft greens are soothing and calming. **White** is minimalist, clean, sterile and non distracting, a blank canvas, which is conducive to creativity.

Whereas **black** is often associated with death, but also associated with being exclusive, expensive and strong.

Obviously there are many variables to consider, but you can see that colours have an affect on our moods and motivation.

What are the other visual cues you should consider? Start with the images you have in the salon, the photographs, are they modern, inspiring or old fashioned out of date and dusty.

What about the words? I don't mean the words you say, I mean the words you see, the company vision or mission statements, the use of the walls to display inspiring and up lifting messages.

What about the reading material for staff, do you have a staff library of educational motivating material, or are they meant to get motivated by reading the trashy gossip magazines and the morning paper?

What about the appearance of the people who you work with, what do they look like? Do they smile, do they look happy, do they look inspiring, professional and passionate, or are they apathetic, boring, lazy and dull.

Is the environment clean and well lit? Is there natural light? Does the design, the look and feel of the salon, and the staff area, look like the sort of place that would motivate and inspire people?

Finally, how do you look at others, and how do they look back at you? As the expression goes, "The eyes are the window to the soul." With a 'glance' you have the power to melt someones heart, or reduce them to tears.

A look can be, a look of belief, gratitude and acknowledgement, or a look of pity, shame, hate and despair.

With the blink of an eye, you can reassure and connect with the soul of another person, with a look you can express love, joy, commitment and pride in what you do.

Don't underestimate how what we see affects our level of motivation.

How does what we **'hear'** affect our levels of motivation?

How do you talk to each other? What are the words and the tone you use when you speak to each other?

What are the greetings you use to both clients and each other everyday?

What about the soft systems you use, by that I mean, how you answer the phone, how you do consultations, how you up-sell products and services and how you talk about home hair care etc

How often do you meet with your team, how often do you talk with them to let them know you care, and that you notice what they do.

How often do you compliment them, or do you only notice what they do wrong?

Make it your personal mantra as a manager 'to catch people doing something right' and tell them. Remember positive behaviour that gets reinforced gets repeated.

Is there a forum for your team to share ideas, to discuss, to work together, and compliment each other, is that part of your salon culture?

What about music? Music has the ability to take you the full spectrum of emotions to lift you up and bring you down. Use music to inspire and to move people.

All the words and sounds you use and hear, contribute to creating an environment that affects your level of motivation.

What about taste, How does **'taste'** affect our motivation...

Think about it, what does sugar do to you? How do you feel after a can of coke, how do you feel after a coffee, a Red Bull, a chocolate bar, junk food or alcohol.

Taste or perhaps more specifically the food and drink that we put in our mouths affects how motivated we feel?

The sugar rush of chocolate and junk food lifts you up briefly only to drop you back down afterwards to feel heavy, lethargic and drained of energy.

I know of several salons where the staff room always has a ready stocked fruit bowl and even a juicer. How much better do you think the staff feel after a fresh carrot and apple juice than a coke and a double cheese burger.

What about **'smell'**, how does smell affect our motivation...

The science of aromatherapy is built on how the sense of smell affects our moods and well being. The right smells can relax and soothe and calm or awaken, uplift and energise.

What does your salon smell like? ...Is it the smell of french fries coming from the staff room, or burning hair and chemicals, or the smell of a freshly cut bunch of flowers, a fragrant candle or the clean fresh smell of lavender essential oils.

Don't under estimate how the power of smell affects our emotions and moods.

Finally the physical sensation of 'touch' how does touch affect our levels of motivation?

The reassuring hand on the shoulder, the firm handshake, the comforting feeling of knowing that you are in the hands of an expert, the way they touch you, the way they move your head, you just instinctively know 'that they know' what they are doing.

Or, what about the feel of a new pair of scissors opening and closing in your hand for the first time, how good does that make you feel? Even the smallest thing adds to the level of energy, confidence and motivation.

Don't underestimate the emotional journey that your team and your clients experience when they are in your salon environment, don't underestimate how the sensation of 'touch' contributes to that.

In summary, everything has meaning, everything has an effect, everything contributes to the culture, the rituals, and the energy level in the salon.

We can choose to consciously influence those elements in order to create a motivating environment or we can leave it to chance.

Either way there will be an effect, the question is, will it be the effect you want?

Where do you go from here?

First, share this article with your team. Ask them what they think is motivating in their work environment.

Second, discuss with them, 'what in the salon environment is demotivating and what steps you could all take that would make to change it.'

Third, prioritise, choose 3 things that you commit to changing in the salon environment over the next 30 days specifically to make it a more motivating place to be.

Building a business, developing a team of people, being partially responsible for their growth both as hairdressers and more importantly as human beings, is an enormously challenging but ultimately rewarding thing to do.

Having that opportunity to see your people grow, to flourish, although often not without disappointment and frustration... but seeing people take control of their lives, and ownership of their levels of motivation, and knowing that you have played a part in that is quiet simply, one of the best things you can possibly do.

Good luck