

# MOTIVATION

The ability to motivate others has long been an accepted hallmark of the successful leader. This is true of student leaders on college campuses, as well as CEOs of Fortune 500 companies. In an organization where people are motivated, there is maximum productivity, efficiency, and enjoyment.

Motivating others is a leadership skill you can learn, says Harvard U. Professor Roland Barth, if you're willing to consistently apply the **Seven T's of Motivation** . The T's are seven practical techniques for motivating others.

## **Technique #1: Delegate effectively**

By wisely assigning responsibility, you'll get the majority of the membership involved. It will ease both your mind and your workload. Often, leaders inappropriately delegate time consuming tasks to people who don't have the time to do them. Learn to spread the work around. It reduces the stress and gets more members involved.

## **Technique #2: Assign incremental tasks**

Get everyone in your organization involved, even if its in small ways at first. When you delegate even simple tasks, you draw members into action on behalf of the organization. The more they become involved, the more meaningful their commitment and the more successful the organization.

## **Technique #3: Treat members equally**

Everyone enjoys being "in the know". People want to have influence and feel as if they share power within the organization. Show that you value every person in your organization. It'll translate into a more motivated membership.

## **Technique #4: Use praise and criticism**

Inevitably, as a student leader, there will be times when you'll have to praise and/or criticize. Learning to do so effectively maximizes your potential as a motivator. If possible, employ praise and criticism separately. Too often, when members or officers must be criticized, student leaders attempt to "soften" the blow by adding praise. It's known as the "sandwich approach" -- a thick hunk of criticism, with a thin slice of praise before and after. Generally it doesn't work. It lessens the impact of

both the criticism and the praise, and ends up leaving everyone dissatisfied.

#### **Technique #5: Generate enthusiasm**

There's no substitute for genuine enthusiasm. Real enthusiasm generates real energy, which can become an irresistible force if you focus it properly.

Interact with your members in a positive, energetic manner. Don't complain about personal or organizational issues. Believe in your organization and show some zest. Have confidence in your members. Be enthusiastic. It's contagious!

#### **Technique #6: Promote integrity**

An essential part of your college development is forming your own set of principles. Practice what you believe is important. It will make your personal convictions stronger and promote similar convictions in your members. People model what you do. They don't necessarily do what you say.

#### **Technique #7: Maintain your humor**

Take your work seriously, but yourself less so. You'll lead more effectively, be less stressed, and be more fun to work with if you learn to roll with your role. Organizations, by the very diversity of their members, produce amusing situations. Step back once in a while and laugh at the absurdities. You'll keep your sanity -- and your friends -- when you maintain your sense of humor.

*Source: Student Leader, February 1992*