



A Talent Management Alliance

Best Business Strategies for Today's Economy

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Through Eagles Eyes enhances the success of your organization through your people!



A Powerful Message For Our Business Community

We attended a seminar presented by best-selling author and business researcher **Daniel Pink** recently in Indianapolis. To spend an entire day listening to a two hour presentation is quite a commitment, but we found it worth every minute.

Daniel Pink drew most of his comments from his latest book **Drive**. For those of us attempting to help our employees be as productive as possible, he had a lot to say in a short amount of time.

Daniel H. Pink

author of the New York Times bestseller
A Whole New Mind

DRIVE
DBYNE

The Surprising Truth
About What Motivates Us

We've written before that most "common sense" motivational efforts by businesses large and small are useless at best, and many are quite harmful to motivation and productivity. Aubrey Daniels, world class occupational development expert, has lectured extensively on this topic along with Daniel Pink's latest contributions.

First we find that traditional thinking about compensation is outdated. Research shows that for almost all jobs today, incentive pay actually lowers productivity.

In order for pay to be a positive, it must be considered fair and adequate for all employees, by all employees. If the compensation system is seen as unfairly skewed in favor of top management, nothing an employer might implement to motivate its workforce will be successful! Fair compensation might be considered an employer's "price of admittance" into the motivation and productivity enhancing game.

Once the issue of fair compensation is resolved, three other criteria become paramount in raising the level of employee engagement and productivity. While they fit together synergistically, let's look at them individually

Employees want **autonomy** in their work. They want to be thoroughly trained with complete understanding of their job and responsibilities. After that, they want management to get out of their way and let them use their full abilities and creativity to complete their work.

Employees want **mastery** in their work. They want to be the very best they can be at their work, and they expect their employer to help them develop their skills fully.

Employees want **purpose** in their work. They want to come to work knowing their purpose, and knowing that their contribution helps their employer accomplish its mission. They want to know exactly how their effort plays into organizational success.

Wait a minute! Haven't we all have seen plenty of employees who show no interest in any of these higher order principles of character? In fact haven't we all seen the exact opposite in people showing up for work? How does Daniel Pink respond?

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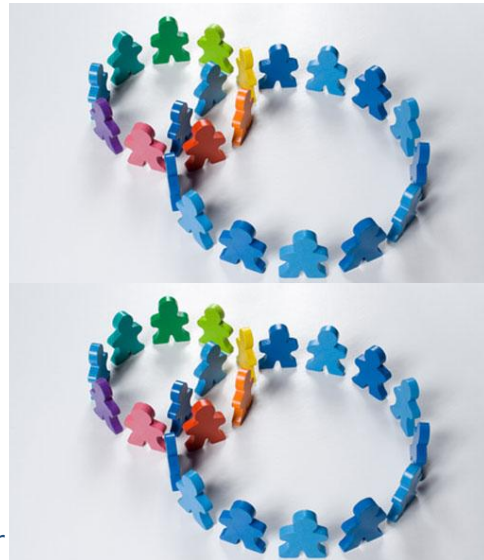
>The truth is that the right employees always show up the first day motivated and ready to contribute at a high level. Nothing is more important than hiring the right employees. Too few employers take the time to thoroughly screen for them.

In many cases, an employer gets the right employee and simply squeezes the optimism and motivation right out of him or her without even realizing they are doing it.

Finally, the pay issue we discussed earlier will eliminate from the start any hope of motivating an otherwise excellent employee. It is no coincidence that our largest corporations, with CEO pay packages that average **three hundred times** the average workers' pay scale show terrible employee engagement numbers, and equally poor performance statistics.

Where will you find the employers who understand and incorporate these four key motivational generators? Just look for your most profitable, productive and stable companies. Profits and these motivators always go hand in hand.

To find the right employees the ones who are a perfect fit? Give us



a call we have the best tools in the field available to our clients.

Tom Searcy & Diane Winn, PCC
Through Eagles Eyes, Inc.

Thank you!

***We would like to thank the Michiana chapter
of the Society of Human Resource
Management for honoring Through Eagles
Eyes with the
2010 Business of the Year award!***