

MOTIVATE TO ACCUMULATE

Chris Batten, Director of Global Sales and Marketing of social network ipatter.com, explains why staff motivation has never been more important.



Tough economic times are hard on everyone – on staff, on business-owners and on client retention. However, staff motivation is often the key to unlocking frustrations and shortfalls in your business. Simple attention to the manner in which you liaise with and speak to your staff can bring about positive change – change that could be the difference between winning and losing business when it counts the most.

Boredom kills innovation and morale

A person's mind is kind of like a muscle and, just like any other muscle, it needs exercise.

It's so important that you are challenged and pushed to perform. If there's a lack of challenge, it won't matter how motivated you may start out being, you'll find that your motivation and attention will wane and with it your ability and desire.

Motivation needs to be bespoke, as what motivates one person may not motivate another, so you need to be selective. Challenge, but don't overwhelm, as this has the same effect as boredom, in-so-far as it will de-motivate. It's all about balance – and remember, the top performers in the business will always be hungry for new experiences, so feed them this.

Recognise others' work

This may come as a surprise, but (in a survey conducted for several employers in the US about their

employees and what motivated them) there is a mismatch between what employers perceived the main motivator to be and what the employees said the main motivator actually was.

The employers assumed that the number-one motivator would be money earned. In fact, this ranked only fifth in the survey, with the number-one being having work appreciated by managers.

The rule is to recognise the work and show appreciation often and in public. At the same time, though, don't oversell it – keep it simple. Don't avoid telling people what you want more of, in terms of work or attitude. Oh, yes, and don't forget the boss and other team members – they like recognition too!

True leaders let others perform, so they are all stars

Some leaders forget to give space to their teams, so that they can perform; this is such a fundamental mistake to make and just decreases the effectiveness of the team and the morale of individuals. On top of that, the leader will start to lose any respect.

Good leaders let their people perform; they lead the people; they don't stifle them and take away their responsibilities. If you take away responsibilities or, worse, don't give them in the first place, you will not create a team. You will not develop your leadership skills. You will simply create incompetence and ineffective teams and people.

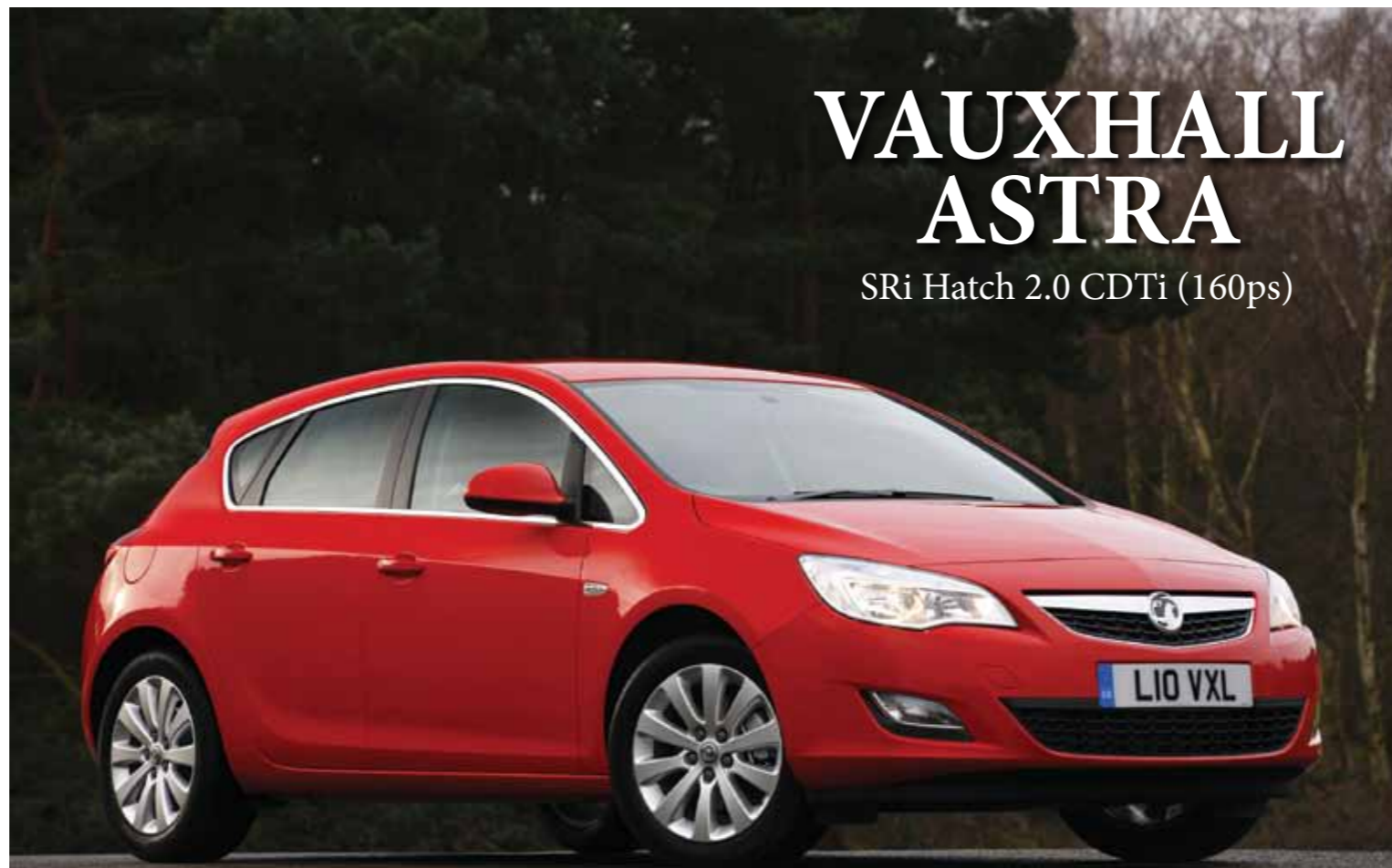
Do the math, SE = LC = BP

+ / - %

This is so simple and yet ignored by many businesses and the people working in them:

SE (satisfied employees) = LC (loyal clients) = BP (bigger profits)!

That's it, what more do I need to add?



VAUXHALL ASTRA

SRi Hatch 2.0 CDTi (160ps)

Written by
Tim Barnes-Clay, Motoring Journalist
[/carwriteups](#)

Vauxhalls have never been at the top of my list of 'must have' cars. However, that's strange, because I've owned two of them. They were both Astras, and I liked them.

The last one I bought was back in 2000. It was silver and had an Irmischer body kit. It looked great at the time. Or maybe I thought it did because I was still in my twenties then and only had myself to please. These days, well, I am a dad with a whole different set of priorities about what I need from a car. Back then the Astras were big enough. Roomy enough for me and my girlfriends, if you know what I mean? I couldn't care less about the size of the boot or how much legroom my rear seat passengers had.

Now, with two kids, I look at how easy it is to fit child seats in a car. I check out if the boot will swallow a pushchair and a weekly shop. All sorts of boring things like that. And do you know what? Yes, the current Astra is great for strapping a five year old and a two year old in the back seat. It drives well and, with a 2.0 CDTi engine, it feels like it could tow a trailer or caravan without any hassle. My wife had enough legroom in the front and we could all find our way to wherever we were going thanks to a decent built-in sat-nav unit.

But do you know what the Astra's biggest down-side is? The boot. It is simply not big enough for a family-of-four's needs. I stuck my two year old son's buggy in there and it took up the entire load area. Okay, maybe I am exaggerating, but honestly, I could only squeeze other stuff, like bags of shopping, in around the edge. There is no way that I could live with this car



Fast Facts

- Max speed: 134 mph
- 0-60 mph: 8.5 secs
- Combined mpg: 57.6
- Engine: 1956 cc 16v turbo diesel
- Max. power (bhp): 158 at 4000 rpm
- Max. torque (lb/ft): 258 at 1750-2500 rpm
- CO2: 129 g/km



Price:
£22,060
On the road

if we were all going on holiday in it. I'd need one of those horrible coffin-shaped, non-aerodynamic, fuel wasting roof boxes to fit all the gear in.

It's a shame, because in every other respect the new Astra is a good car. It feels solid, it has airbags everywhere, it's comfortable, economical, has decent pulling power, and it even has a great sounding music system.

Am I just being picky? Probably. But I am speaking from a family man's

point of view, which I bet forms a large percentage of the market that Vauxhall is aiming the Astra at. Would I buy one again? Almost certainly - if I was single or just had a partner. But now I'm middle-aged (ish), grumpy and with kids, probably not.

Still, the Astra is a good looking car and you should never dismiss anything before you try it for yourself. For value for money, it's a great motor – and you get a lot of car for the dosh – just not a very big boot.

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