

Employment Brief- **Motivating Employees**

The beginning of the “golf season” always brings a time where motivation is not something that is in short supply with our employees. Soon enough though, you will find yourself in the middle of the “golf season” and you may start to see the telltale signs from your staff of that abundant motivation waning and depleting. Outlined below are some steps to assist in making your staff more motivated this year.

- **Share the vision** - When managers (leaders) share the vision for the business, employees are then given the opportunity to buy into the vision and become an active participant in its goals.
- **Goal setting** - All individuals need to have goals to be successful and making sure employees have attainable goals is paramount to their motivation. Employees with no target goals lack motivation and produce little.
- **Reward** - Organizing reward scenarios for employees who achieve goals is a great way to motivate individuals to achieve greater success in their job. This adds to the monetary motivation, but also instills pride in the employee. Pride can motivate employees to higher levels of success.
- **Strong leadership** - It inspires motivation and as a manager you must dispel uncertainty, fear, negativity, and skepticism.
- **Communication** - Managers using consistent communication to build strong relationships have the most success motivating employees.
- **Add positive reinforcement** - Catch employees doing something right and let them know...the sooner the better.
- **Encourage employee input** - Allowing employees to submit their ideas and input about procedures, policies, programming, etc., enables them to be a part of the process and take ownership in their duties.
- **Organizing training and follow-up** - The first part of the **Employer Guide for PGA Members** outlines initial training and the critical need for continuation.
- **Positive work environment** - Going to work in a productive, fun and positive environment is motivation for anyone. The key is sincerely creating this type of culture and including all of your employees in it.
- **Team building** - The concept of team building is not a new one and always deserves focus. Working as a team can be a great motivational factor and one that produces great results. Build your team to “be on the same page”, understanding what is happening at the facility and focused on the short and long term goals that set.
- **Create loyalty** - Combining all of these steps will go a long way to creating loyalty with employees and loyalty is one of the best motivators. *As Simon Sinek says, “If you hire employees who believe in what you believe, then they will work for you with their blood, sweat and tears. Hire them for the money and that is all they will work for”.*
- **Learn from your mistakes** - If you find you have had employees (season staff, etc.) that were hard to motivate during the season then make sure you do not make the same hiring mistake again next season. Hire those who “believe what you believe” and not those who are just working for the money. **(See point #1 above)**

These steps along with other great source material on recruiting and hiring the best employees, developing and supervising employees, and mentoring Assistant Professionals can be found in the Employer Guide for PGA Members, you can access that guide by clicking on the link <https://www.pga.org/sites/default/files/assets/library/Employment/pga-employer-guide.pdf>.

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