Ten Commandments of Motivation
By John K. Trocke

Share responsibility, remembering that as you take credit for the success, you must also share the failure.

Understand that as a leader, you can give authority and allow others to contribute to their own and to your success.

Constantly remind yourself that only through participation can others make their jobs meaningful.

Communicate the why, as well as the what, to ensure that understanding and cooperation become a habit.

Evaluate accomplishment on the basis of the results achieved rather than on the activities in which one is engaged.

Sincerely be humble, knowing that most people would rather succeed than fail at their jobs.

Seek always to set a good example, and through expecting good performance, reap great rewards.

Force yourself to set goals and priorities for your job so others can build their goals toward these.

Unceasingly seek to be objective, fair, just, and honest in your actions and deeds, realizing the mantle of leadership is yours.

Light the way for change, knowing that putting yourself in the other person’s shoes is the greatest gift of a leader.

Don’t Be Afraid to Fail

You’ve failed many times, although you may not remember. You fell down the first time you tried to walk. You almost drowned the first time you tried to swim, didn’t you? Did you hit the ball the first time you swung the bat? Heavy-hitters, the ones who hit the most home run also strike out a lot.

R. H. Macy failed several times before his store in New York caught on. English novelist John Creasey received 753 rejection slips before he published 564 books. Babe Ruth struck out 1,330 times, but he also hit 714 home runs.

Don’t worry about failure. Worry about the opportunities you miss when you don’t even try.

Motivation may be one of the most difficult tasks a leader faces. Some days, it seems hard enough to feel enthusiastic and excited about the group’s meeting or activity, so how you will motivate the rest of the group? Here are some hints on motivating others:

- Make the members want to do things (inspiration, incentive, recognition)
- Study members and determine what makes each of them tick
- Be a good listener
- Criticize and approve constructively
- Criticize or approve in private
- Praise in public
- Be considerate
- Delegate responsibility for details to the members
- Give credit where credit is due honestly
- Avoid domination or forcefulness
- Show interest in and appreciation for others
- Make your wishes known by suggestion or request
- When you make a request or suggestion, be sure to explain the reasons for it
- Let members know your plans, even at the earliest stages
- Never forget that the leader is a role model
- Play up the positive
- Be consistent
- Show members that you have confidence in them and that you expect them to do their best
- Ask members for their counsel and help
- When you are wrong or make a mistake, admit it
- Give courteous hearing to all ideas
- If an idea is adopted or rejected, tell the originator why
- Give weight to the fact that people carry out their own ideas best
- Be careful of what you say and how you say it: be critical in thought and careful in expression
- Don’t be upset by little hassles
- Use every opportunity to build up members and their sense of importance in their own work
- Share your goals, sense of direction, something to strive for, and something to achieve
- Keep members informed on matter affecting them
- Give members a chance to take part in decisions, particularly those that affect them
- Let members know where they stand at all times, and why
- Make personal contact before and after meetings to encourage participation
- Give group members something to do immediately when interest and energy levels are high
- Utilize small groups and place members on committees that interest them
- Continue to reassess members’ needs and provide new challenges to them
- Avoid assigning unnecessary tasks
- Encourage sharing without criticism or judgment
- Be open to feedback from members, both positive and negative

**KEYS TO MOTIVATING OTHERS**

- Less costs
- Increased rewards
- Self-awareness
- Team environment
- Enthusiasm
- Needs understood

If you put them all together, the most important idea is to LISTEN to all members!

Motivation is not something you give to people; they give it to themselves. But you give them the reasons for motivating themselves.

Check out the Leading Bits on “Group Dynamics,” “Recognition,” “Recruiting Volunteers,” and “Team Building” for more information.