

## **Building Business Growth the Creative Way - Through Managing and Motivating Staff**

By Cathy Wagner, Consultant, EBIT Management Services

If you are wondering how you can grow your business in these times whether we are still a little affected by the economy, then maybe it's time to look at things a little more creatively.

Businesses often take the easy way out by increasing their employee's wages, however many companies no longer have the luxury of using money as a motivational tool for their staff. So it's all about being creative.

The following are some simple ideas we can all do as a business owner or manager to ensure that our business is getting the right support from our staff whilst assisting it to grow.

*Hire the right staff.* By ensuring you have done your homework and written the role description to suit the particular needs of the business and the job, then it is so much easier for someone looking for a job to be able to understand exactly what is expected of them before they even apply for a position. Creating concise criteria is the first key to hiring and it also allows job seekers to review what is expected of them and address it in a precise manner. It also allows the business owner or manager to have an understanding of what their experience within that particular skillset is.

*Encourage development and a career.* Encourage your new employee to seek further education. They are often just as happy to know that their course may be partly paid for, or sacrifice some work time to complete their studies. This allows the organisation to encourage continual learning, supports a secure career path as well as employee growth ... keeping everyone happy!

*Create a supportive environment.* By encouraging a supportive environment where employees feel motivated and encouraged, then they are more likely to stay at work longer in order to be able to assist the organisation. By simply providing morning tea or social afternoons, it allows employees to get to know one another and create friendships through work. This, in turn, creates respect and support for one another as well as the organisation.

*Mentor your staff.* Employers and managers who support staff through mentoring opportunities allow them to feel valued and promote growth. They will want to succeed and contribute to business value.

*Allow employees to have shares in the organisation.* I have heard of employees who allow staff to have shares in the business. A unique idea and employees are more likely to want to work if they know that the better the business growth, the better their wage packet at the end of the week.

*Recognise and Reward.* Research has shown that employees value recognition just as much as they do increased wages. It is often more highly valued than an increase in pay and is one of the most effective ways to motivate employees. Make sure that it is public recognition if appropriate but be careful not to embarrass the employee who is sensitive.

*Have a good performance management program.* Performance management programs should be ones that are negotiated with staff and are realistic. It's ok for the manager or business owner to expect staff to run their business as if it was the owner's but the truth is that an employee wants a job, not a business. Therefore you have to be realistic in your expectations of them. Allow flexibility, negotiate with them on their key performance indicators and ensure you give them access to training options or support if necessary.

So you see, it's not just a matter of thinking that your business needs additional finances to grow, think about creative solutions to support not only your staff, but your organisation in tight times.

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