



# TOBINISM

“Motives may bring associates in the door,  
but a need met keeps them!”

## Leaders

### 5 Factors that Motivate Employees

Do you have the intuitiveness to see what motivates associates?

- A tack on a chair will get a person to move; but with time the tack can be removed and the person will go back to sitting.
- Misery like a tack motivates people. However, eventually people will get tired of being miserable and take action. When this happens the leader needs to direct the associates' energy toward positive actions that will improve not only their current situation but allow them to live a better life in the future.
- Money motivates people. When money is the motivator the person looking only at the money will never find satisfaction. These individuals will stay as long as you pay them well and reward them amply. But as soon as someone else offers them a better package they will be off to a new setting. These individuals are ones that get to be known as job hoppers, 'constantly seeking the pot of gold at the end of the rainbow'.
- The individuals that look to be motivated by being involved in something that will make a significant difference will be the associate that will stay. These individuals will stay as long as the leader provides opportunities for them to make differences that are lasting.
- According to study after study the motivator that most associates look for is to be recognized publicly for their input and to hear loudly that their work was needed in order for the accomplishment to be achieved. The best rewards for these types of individuals are not necessarily monetary.

*“Of course motivation is not permanent. But then, neither is bathing;  
but it is something you should do on a regular basis.” ~ Zig Ziglar*

