

RAJ REVIEW

Ideas

Insights

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Monthly Briefing for the Business Professional

A Message From RAJ

Hello again from the Windy City! Talk about March coming in like a lion ... let's just hope it goes out like the proverbial lamb! Never say we're not hardy folk up here in Chicago – even 36 snow storms (at last count) haven't been able to slow us down. Between ongoing client visits, consulting sessions, and telephone conferences, we sat down with our web master and worked up some improvements for our website. Some highlights are a new company profile and mission statement, self-evaluations geared to provide essential professional insights, and a recap of our latest training sessions. Whether you're looking for career coaching, custom training, or organizational development consulting, or sales training, we have the right program for you! Under the mentorship of our founder and leader, Robal Johnson, Jonathan Eisler and David Miller have created new and/or improved programs that fit the needs of today's changing market. Now, more than ever, streamlining your operations and getting the best results from your employees are key to growing or maintaining your organization in tough financial times – at a cost considerably lower than you might imagine. We urge you

to revisit our website, complete an evaluation (or two), and let us know what you think.

March 2008 Edition

Reader Highlights

NEWS:

FEATURED ARTICLE: *One of These Seven Things Will Motivate Any Employee in the Company*

Food For Thought *In the Test Kitchen of life*

Tip of the Month *Selling your message*



Featured Article

One of These Seven Things Will Motivate Any Employee in the Company,

Adapted from *The Manager's Desk Reference*, by Cynthia Berryman-Fink and Charles B. Fink

It's a fact: Different needs motivate different people. Some crave power, others want money. Some want constant praise, others to be left alone. It's crucial for managers to figure out what motivates individual employees. Ninety-nine percent of employees are motivated by one of the following seven needs:

1. **The need for achievement.** These employees want the satisfaction of accomplishing projects successfully. They want to exercise their talents to attain success. They are self-motivated if the job is challenging enough, so provide them with the right work assignments and they will consistently produce.
2. **The need for power.** These employees get satisfaction from influencing and controlling others. They like to lead and persuade, and are motivated by positions of power and leadership. Give them the opportunity to make decisions and direct projects.
3. **The need for affiliation.** These employees derive satisfaction from interacting with others. They enjoy people, and find the social aspects of the workplace rewarding. Motivate them by offering opportunities to interact with others: teamwork projects, group meetings, and so on.
4. **The need for autonomy.** These employees want freedom and independence. Allow them to make their own choices, set their own schedules, and work independently of others.
5. **The need for esteem.** These employees need recognition and praise. Give them ample feedback and public recognition whenever possible.
6. **The need for safety and security.** These employees crave job security, a steady income, health insurance, and a hazard-free environment. Give these people predictable work with little risk of uncertainty. Also, salary and fringe benefits are very important to them.
7. **The need for equity.** These employees want to be treated fairly. They probably compare work hours, job duties, salary, and privileges to those of other employees – and will become discouraged if they perceive inequities.



BOOKS OF THE MONTH

Management and Organizational Behavior Classics,
Michael Matteson & John Ivancevich

Customer Satisfaction is Worthless, Loyalty is Priceless,
Jeffrey Gitomer





Food for Thought

In the Test Kitchen of Life, Adapted from the AccessChristian Web site

A young woman was complaining to her father about how difficult her life had become. He said nothing, but took her to the kitchen and set three pans of water to boiling. To the first pan, he added carrots; to the second, eggs; and to the third, ground coffee. After all three had cooked, he put their contents into separate bowls and asked his daughter to cut into the eggs and carrots and smell the coffee. "What does this all mean?" she asked impatiently. "Each food," he said, "teaches us something about facing adversity, as represented by the boiling water." The carrot went in hard but came out soft and weak. The eggs went in fragile but came out hardened. The coffee, however, changed the water to something better. "Which will you be like as you face life?" he asked. Will you give up, become hard – or transform adversity into triumph? As the "chef" of your own life, what will you bring to the table?



Tip of the Month

Selling Your Message, Adapted from "Sticky Situations" by Alfred A. Edmond, Jr.

You talk about your corporate mission. You offer motivation. You give instruction. You provide feedback. But then you wonder whether anyone's listening. Why does the wisdom you share seem to go in one ear and out the other? It probably has less to do with the quality of your message than with the message of delivery. If you want people to take your words to heart, you have to craft your message with these principles in mind:

- **Simplicity:** The more words you use to get your points across, the less people listen. Think about the core issue you're trying to convey, then share your message in the simplest possible terms.
- **Credibility:** Provide the necessary statistics, details, or examples to convince others of the truthfulness of your ideas.
- **Emotion:** Use the power of association to appeal to your listeners' emotions. Give them a reason to care or to believe that your message will serve their best interests.
- **Surprise:** Get attention by saying something unexpected or by sharing the usual information in an unusual way.
- **Storytelling:** One entertaining way to get your message across is by sharing stories about similar situations and their outcomes. When people can visualize themselves as the characters in your drama, they'll be more likely to remember – and act on – your message.



On the Humorous Side

A Child's Legacy: Insanity is hereditary; you can get it from your children.

Sam Levenson

Dogs have owners; Cat's have staff.
anon.

Only in America ... do we use the word "politics" to describe the process so well: "poli" in Latin meaning "many" and "tics" meaning "bloodsucking creatures."

anon.

Inspirational Thoughts

Keep away from people who try to belittle your ambitions. Small people always do that, but the really great make you feel that you, too, can become great.

Mark Twain

Imagination: I like nonsense, it wakes up the brain cells. Fantasy is a necessary ingredient in living, it's a way of looking at life through the wrong end of a telescope. Which is what I do, and that enables you to laugh at life's realities.

Theodor Geisel (Dr. Seuss)



GET IN TOUCH

We love feedback. Let us hear from you about what's most useful in our newsletters, how we can make it better, and topics you'd us to tackle for you.

Call us to discuss your needs, explore how we can help, and learn more about our services.

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