

From Great to Outstanding

Engaging your people to reach their full potential

A shared culture that encourages people to be outstanding and to constantly strive to reach their full potential will bring with it, not only heightened levels of engagement, but also measured improvements to your bottom-line.

SUMMARY

Driving levels of engagement to enable people to achieve excellence and reach their full potential time and time again requires, two fundamental factors; motivation and empowerment.

Establishing a shared culture (versus a short-term intervention) also serves to continually reinforce its own values; motivation and empowerment breed motivation and empowerment.

Imagine this scenario...

you're in a room with five people, you give each one a Post it note and task them with getting their Post it note as high as they can. Delegate 1 comes straight over to you and asks if the task must be completed today, you reply that it does not, since time constraints were not given in the original brief. He walks away and sits down. Meanwhile, Delegate 2 has headed straight for the wall, has reached up as high as he can, and stuck his Post it firmly in place. The third, feeling he can do better than this takes a run-up, sticking his Post it just above that of Delegate 2's. The fourth and fifth leave the room. The fourth returns a

few minutes later with a ladder, leans the ladder against the wall, climbs to the top and sticks his Post it to the ceiling. A few minutes later you receive a call on your mobile from the fifth, who asks you to go outside to the car park. Once outside you hear a shout from above. Looking to the top of the building you see Delegate 5 standing on the roof of the building, Post it note in hand. He sticks his Post it to the top of the building.

Ten days later you receive an email from Delegate 1. He informs you he is currently on a flight from London to New York and he has just stuck his Post it note to the seat in front of him.



“Your people must be encouraged, supported and they must feel valued”



Tracey Davison
Client Relationship Manager

We do this.

This scenario may seem far-fetched, but it is in fact an exercise used by Mindstrong Business Coaches to challenge people to think beyond what is usual. The task itself is not difficult, but because it is a ‘new’ task it requires ‘new’ thinking; individuals are no longer bound by cultural norms and standard practices.

When an individual is faced with a task that they’ve done before, (whether they’ve done it fifty times or just once), they are most likely to repeat the pattern of behaviour they applied previously. When the task is new to them, especially in a workplace environment, an individual will usually look for guidance from a colleague as to how the task ‘should’ be completed. The result? The individual approaches the task with the same mindset that their colleagues have always applied to it.

This approach, or mindset, (as seen in Delegates 2 and 3) will always get results; targets will be met and the job will get done, but in failing to engage individuals to reach their full potential you are blocking the path to excellence; to outstanding achievement; both for the individual and their immediate team, but also for the business as a whole.

Driving levels of engagement to enable people to achieve excellence and reach their full potential time and time again requires, two fundamental factors; **motivation** and **empowerment**. In their most simplistic form, these can be defined as ‘wanting’ to do it (motivation), and being ‘able’ to do it (empowerment). The two are inextricably linked; feeling *able* to achieve something makes you more likely to *want* to achieve it and vice versa, and both are dictated for the most part by cultural attitudes and behaviours.

Creating a ‘shared culture’ in which people strive to achieve excellence, push boundaries and constantly aim higher will enable your people to really fulfil their potential. In order to achieve this shared culture your people must be encouraged, supported and they must feel valued. They must be operating within an environment of trust and accountability and have the freedom to make decisions.

In conclusion then, imagine *this* scenario, you’re in a room with five people from **your** team, you task them with getting a Post It note as high as they can get it. All five leave the room. Over the course of the next few hours, you receive phone calls from them all, each having made their way to the top of a very high structure, Post it note in hand. Now... imagine what that team achieves back in the office!

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