



## Motivation In Today's Environment

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*"The best kept secret in the mailing industry"*

### **Use PRIDE to Instill Pride**

**P**articipation by all.

**R**eserve discipline.

**I**ncrease training.

**D**istribute rewards evenly.

**E**njoy yourself!

## Participation by All

You don't need to go it alone.

Your employees want you to be successful.

People fear the unknown.

Make your employees part of the solution.

## Reserve Discipline

"Discipline is not the fear of punishment for doing something wrong, but a faith in the value of doing something right."

General Dennis J. Reimer

Fear is the least successful motivator.

Praise in public, criticize in private.

Be firm, but be understanding.

## **Increase Education**

“If you think education is expensive, try ignorance.”

Dollars for maintenance, but pennies for training.

Training must be continuous.

30 minutes a week = 26 hours a year.

## **Distribute Rewards Evenly**

Favoritism breeds contempt.

Say “thank you”, and mean it.

Involve senior management.

Small rewards bring large returns.

## Enjoy Yourself!

Your attitude sets the tone for the shop.

Gen. Reimer's three rules of leadership.

Care about your employees.

You work in a **great** industry.

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## Questions?

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