



Motivation In Today's Environment

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"The best kept secret in the mailing industry"

Use PRIDE to Instill Pride

Participation by all.

Reserve discipline.

Increase training.

Distribute rewards evenly.

Enjoy 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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