

Sustaining Motivation, Commitment and Productivity in Tough Times

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Times are tough. Many people are working hard to keep their businesses moving forward in the face of some very difficult conditions. Perhaps growth has stalled, then rate of hiring has slowed in most of the organizations.

"When companies face things like redeployment, downsizing, hiring freezes, and rapidly-shifting market forces, it helps to get back to basics: we still need the work done, we still need people to be energized to do that work, in fact, we may need them to work even harder. We need to drive sales, and we still need to keep our eye on the strategic initiatives that may need re-thinking in the current and predicted future environments", – begins Hamed Al Tamami, MD of Future Match HRC, who has spent his 22 years of his career in Human Resource Management and consultancy within Public sector, FMCG, Oil & Gas as well as Banking industries.

Since 2002, Future Match Human Resources consultancy firm, which is a member of PI Worldwide, provides clients with a range of services to improve leadership and sales capabilities, performance, productivity and revenues using remarkable HR products and services such as Predictive Index®, Selling Skills Assessment Tool and Customer Focused Selling. Predictive Index has been used worldwide for nearly 50 years to develop leaders and build successful businesses.

"It's no mystery that good, targeted communication is a key element in maintaining high morale. With all the bad press that surrounds businesses today, it is increasingly important to enhance internal communication in an effort to improve morale and motivation at the companies. The challenge is that one size does not fit all. It is important that the managers are communicating in a manner

that is meaningful, energizing and reassuring to their employees", - adds H.Tamami, who wishes to enhance client's understanding of behavioral management within the organization and its players.

What is Hamed's advice in Sustaining Motivation, Commitment and Productivity at the organizations?

- Maintain confidence in the leaders
- Know what's happening and where they stand
- Muster confidence to move forward, building on past successes
- Understand how the inevitable changes and potential disruption will impact them..

Keeping in mind employees unique motivating needs...

If you are communicating with teams of employees, tailoring the communication based on the preponderance of drives in the various groups can help maximize the motivational impact of the message.

For example:

Reminding and reassuring the individuals about the remaining strengths and security in the organization. Also Minimizing surprises as conditions necessitate change. Focusing on the current challenges, create opportunities for employees to drive winning strategies in the face of difficulties.

Remember they are energized by competitive challenge, so are likely energized to face the "scary beast!"

Redeployment

Often conditions like those we are experiencing today mean that you need people to take on more responsibility due to attrition or downsizing. This is where many companies run into trouble. When times are good, they often take a disciplined approach to carefully matching people's competencies to the job. In times like this, those good principles are often overlooked or sacrificed to expediency. Big mistake! Just when they need to eek out greater efficiencies, they shoot themselves in the foot by assigning responsibilities in ways that not only don't promote productivity, but actually impede it.

Driving sales performance

What better time than now to develop and leverage the sales talent in the organization? When times are tough smart companies continue to invest in the sales organization.

The winners in today's hyper competitive business world are those that embrace the need to upgrade, enhance, and recommit to the excellence that got them where they are. Nothing can be taken for granted today. If your reps had four competitors for a project last year, your reps will have two or three times that this year. The smaller the pie, the hungrier the crowd seems to be. As you help them compete and flourish, remind them to go back to the well, plan a date with their database, sharpen their message, and of course that they are the secret weapon to winning.

Further, knowing specifically where the sales organization stands in terms of strengths and weaknesses allows for a highly targeted, precise intervention to upgrade performance. Having targeted information also means that the investments can be better aimed at improving the areas you know are weak, driving the improvement directly to the bottom-line.

Lastly, tough times often necessitate closer scrutiny of individual performance and tough decisions about what to do about those who are not performing up to required expectations.

About Future Match HR Consultancy:

Future Match HRC is a member firm of PI WorldWide, a global consultancy with more than 7,000 licensed clients cross 138 countries. Future Match HRC helps organizations align their people with their business strategies through a combination of insight, education and coaching. The clients, who used Predictive Index include: Emirates-NBD, Dubai Multi Commodities Centre, Al Batha Group, Gulf International, AGMC-BMW Dubai, Rolls Royce, Skoda Automobiles, Morris Mini Automobiles, Nissan Middle East FZE, Nestle ME, Tetra PAK ME, Kanoo Maersk, SABB, Spinneys, National Bank of Kuwait Capital, Landmark Group, Rotana Hotels and many more.

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