



Creating a Team of Responsive, Happy People



In both the corporate and the non-profit world, your team members want believe that they are part of something larger than just themselves. People have an inherent need to feel important, and that they make a difference. We all like to know that our contributions are valued and that we are appreciated. We also need direction so we don't waste time and resources.

When managing, try to provide your people with options that work for them in a way that matters to them. Play to their strengths while aligning their talents to the needs of the organization.

Especially when working with volunteers, try to match the work with the person most interested and best at doing a particular job. Make it easy for your workers to perform the work that is important to them, viable for them, and capitalizes on their talents.

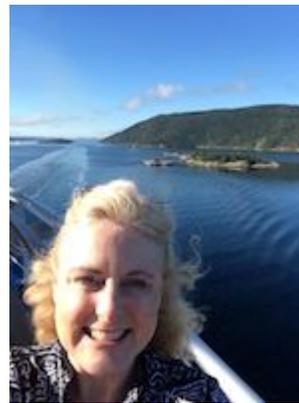
For example, when talking with an non-profit volunteer about his or her role, do you want them to focus on membership recruitment, membership dues, creating programs, or membership communication? In other words, you are asking your volunteer if they want to talk with people and sell your group's value, work relatively independently with numbers and reconciliation of budgets, outreach to external agencies, or work with small teams to people to craft mailings or social media tools. Giving people a choice about the type of work they want to do is a huge advantage in determining their success at a given job.

People also need both the tools and the ability or training to do what you need them

Mary's Updates

Get My Latest News on Facebook

Traveling in Eastern Europe and the Baltics in July. First time to that area!



Fjords!

I posted some photos from the trip on Facebook. To view pictures or to see what I'm up to, [connect with me here!](#)

Mary's Book of the Month



[Switch: How to Change Things When Change Is Hard](#)

by Chip and Dan Heath

I'm presenting a program on Change Management in Texas in August and it gave me the opportunity to reread Chip and Dan Heath's *Switch: How to Change Things When Change is Hard*.

Lots of people struggle with change. Is there a way to make change, even difficult change, more palatable, and even easy? Chip and Dan Heath say yes.

In their book, *Switch*, they found that humans seem to have two separate systems in our brains, a rational system and an emotional system. The rational system is the thoughtful, logical, reasonable, planning

to do. If you want your treasurer to deliver a monthly report, then they need the software and the training on that program to deliver the report you need. If you want your conference team to schedule weekly conference calls, give them weekly times, a conference call application, and ask them to carve out that time on their calendar.

I recently changed my office and installed more white boards, corkboards, and a bookshelf. When I started the project, I had one screwdriver and a few screws. Clearly, I needed better tools. The project was doomed to fail until a friend showed up with two toolboxes filled with hammers, pliers, a measuring tape, screws, anchors, a level, and electric drills. There is no way I could have accomplished the office overhaul without these tools and his insistence that we actually use the level.

Having the right tools and knowing how to use them makes a huge difference in the outcome of a project, and it contributes to the satisfaction of the people working toward the end goal.

Give people directions that make sense and value their time. If you need a team member to send out a notice for the monthly meeting and you do not say exactly what you want, then you don't get to criticize the outcome.

If you specify, "please include the deadline of October 1" and that is not included, you have the right to remind your people that those details are important, but otherwise, trust your people to get the job done. In the Navy we used to say that you can tell someone to do something or tell them how to do something, but not both.

Once you ask a volunteer to do something, it is now up to them to get it done. Few people like being micromanaged.

Asking for numerous reworks when what they did is perfectly fine is demoralizing for them and wastes time for both of you.

Will jobs always be done the way you would do them? Probably not.

Is the outcome effective? Maybe.

Will it get what you need done? If the answer is yes, then it is a success.

If not, go back to the part where you give people good guidance on what needs to happen. Someone else may not do a job the way you would do it, but relax, your way may not have been the greatest way either.

Be clear about what you need, when you need it, pair the right person with the right

side. The emotional system is impulsive and instinctual and it often sabotages the rational side.

When these two systems are aligned, drastic change happens quickly and happily, such as when two people fall in love and decide to get married. When the rational and the emotional are not aligned, change can be very difficult, as anyone who has ever tried to stick to a diet knows.

The Heaths show how to align our systems to make accepting and implementing change easier. They use examples we are all familiar with, such as managers trying to overhaul an entrenched bureaucracy, people trying to lose weight, and activists working to solve seemingly impossible social problems, such as child malnutrition.

The authors discovered similarities among people who are successful with change and they explain and share those strategies.

This is a great read for people immersed in a changing workforce, those wanting to create a personal change, or those managing mandated changes, such as health care managers, technology professionals, or people in job transitions.

Pet Tip

Picture this: A lost dog in the middle of an 8-lane road next to a busy shopping mall during rush hour last Thursday. After 10 minutes of orchestrating traffic around the panicked pooch, I caught the 80-pound dog, only to find that it had no owner information on the collar.

I walked the dog around nearby neighborhoods for an hour, then finally took the dog to an ER vet clinic. The dog was not microchipped.

PLEASE update your dog's tags, write your phone number on the collar with a sharpie, and chip your pets.

Yes, there was a happy ending.



Thank You for Reading this

task, and give them the tools and training they need. Then rewards the results.

For more on appreciating employees, [please see this blog post](#).

Please share your feedback on this article on [my blog](#).

Twitter and Social Media

What causes people to leave your social media sites?

Poor spelling. Yes, it is social media, but poor grammar and spelling makes you sound, well, not smart.

Over-sharing. 39% of SocialToaster's respondents claim they unfollow people who over-share personal details and drama.

Repetition. Don't repeat the same information on all of your sites. Different sites have different audiences. LinkedIn connections are not interested in pictures of your cat, however cute.

How Can We Help?

We don't assume, so here is a brief list of what Mary and the team does:

1. Motivational business keynote and breakout speaking for conferences, convention, banquets and events
2. Emcee corporate events and fundraisers
3. One-on-one business consulting
4. Strategic business planning
5. Corporate and spousal retreats

Call Mary at 719-357-7360.

Newsletter

Do you know anyone planning a conference who needs a motivational leadership or business speaker? Please [contact me](#). I greatly appreciate your referrals!



Mary C. Kelly

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