

# Motivating Your Members

ToolTip #11  
Mar 2003



You can become a Motivational Force in your Neighborhood Association. The following are some tips on what to consider. A self quiz to examine your motivational approach is provided on the reverse side. Also reflect on your own experience when you look at some of the tips provided below.

**WHAT MOTIVATES PEOPLE?:** One of a leader's most important responsibilities is motivating people to do things in the interest of the organization. It pays to take seriously that more often than not, **PEOPLE ARE MOTIVATED BY SELF INTEREST!** See if you can tailor tasks by interest.



1. Observe what appears to be a person's spontaneous interests. Give a person a chance to discuss what their goals and aspirations are.
2. Try asking the group to write down what they think are the biggest motivators for each group member. This might be enlightening.

**UNDERSTANDING PERSONAL NEEDS:** To effectively work with a person's self-interest, first understand what the person needs (or their internal strivings). A need is an inner striving or urge to do something, such as an urge to accomplish something worthwhile. A need can be regarded as a biological or psychological requirement. Needs and **Motives** function in about the same way because a motive is an inner drive that moves a person to do something. The following are some basic needs or strivings that should be recognized.



1. Achievement
2. Power
3. Affiliation (seeking relationships)
4. Recognition
5. Desire to influence others (dominance)
6. Order
7. Thrill-seeking
8. Security

**IMPORTANCE OF HAVING A GOAL:** The simplest way to be a motivational force in the lives of others is to encourage and assist them in establishing goals that will help focus their energy. Goal setting is an art and the following are some tips to help.



1. Set specific, realistic goals and write them down.
2. Describe what you are actually doing if you reach your goal.
3. Set goals for different time periods (short, medium, & long range).
4. Use progress toward goals as a measurement & give feedback to individuals or the group as to where the project stands.
5. Specify what is going to be accomplished, who is going to accomplish it, when it is going to be accomplished, and how it is going to be accomplished. This helps people focus their energies on what effective goal setting really entails.

The following has been taken from The Complete Idiot's Guide to Leadership, by Andrew J. DuBrin. Although it is geared toward business managers, the insights may be gained about your ability for motivating any group and what you may want to work on in the future.

Describe how often you act or think in the way indicated by the following statements when you are attempting to motivate another person by circling the number that category that most describes you. (Be honest, no one else will know.)

**Scale:** Very infrequently (**VI**), Infrequently (**I**), Sometimes (**S**), Frequently (**F**), or Very frequently (**VF**).

Action	VI	I	S	F	VF
1. I ask the other person what he or she is hoping to achieve in the situation.	1	2	3	4	5
2. I attempt to figure out if the person has the ability to do what needs to be done.	1	2	3	4	5
3. When another person is heel-dragging, it usually means he or she is lazy.	5	4	3	2	1
4. I explain exactly what I want to the person I'm trying to motivate.	1	2	3	4	5
5. I like to give the other person a reward up front so he or she will be motivated.	5	4	3	2	1
6. I give lots of feedback when another person is performing a task for me.	1	2	3	4	5
7. I like to belittle a person so that he or she will be intimidated into doing what I need.	5	4	3	2	1
8. I make sure that the other person feels treated fairly.	1	2	3	4	5
9. I figure that if I smile nicely I can get the other person to work as hard as I need.	5	4	3	2	1
10. I attempt to get what I need done by instilling fear in the other person.	5	4	3	2	1
11. I specify exactly what needs to be accomplished.	1	2	3	4	5
12. I generally praise people who help me get the work accomplished.	1	2	3	4	5
13. A job well done is its own reward. I therefore keep praise to a minimum.	5	4	3	2	1
14. I make sure to let people know how well they have done on a task.	1	2	3	4	5
15. To be fair, I attempt to reward people similarly no matter how well they performed.	5	4	3	2	1
16. When somebody doing work performs well, I recognize accomplishments promptly.	1	2	3	4	5
17. Before giving somebody a reward, I attempt to find out what would appeal to them.	1	2	3	4	5
18. I make a policy not to thank somebody for doing a job they are paid to do.	5	4	3	2	1
19. If people do not know how to perform a task, their motivation will suffer.	1	2	3	4	5
20. If properly designed, many jobs can be self-rewarding.	1	2	3	4	5
TOTALS					

**Scoring and Interpretation:** Add the circled numbers to obtain your score.

**90-100:** You have advance knowledge and skill with respect to motivating others.

**50-89:** You have average knowledge and skill with respect to motivating others.

**20-49:** To effectively motivate others, you need to expand your knowledge of motivation techniques.