



### Competencies that are addressed:

#### PRIMARY COMPETENCY CATEGORY:

- **Interpersonal Skills—**  
Displays a consistent ability to build solid relationships of trust and respect inside and outside the organization.

#### RELATED COMPETENCY CATEGORY:

- **Leadership—**  
Drives business results by aligning the vision, mission, and values to enhance business value. Is able to enlist the willing cooperation of others, while tapping into their highest skills and abilities, to achieve desired results.

# Motivation

## SUMMARY

It's often said that people join companies and leave managers. Poor leaders are often cited as the number one reason that people change companies. All managers can impact motivation by understanding the differences between maintenance and motivation, using tangible and intangible rewards, and focusing on appealing to a sense of belonging and importance.

## CONTEXT

Leaders respect and value the differences in others. They accept that the only sustainable competitive advantage today is found in their human resources.

In this module, you will become familiar with the Dale Carnegie® Human Relations Principles and a method for offering recognition and appreciation.

After completing this module, you will be able to apply Human Relations Principles that build trust with others and identify opportunities to recognize and develop the human potential in your organization.

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### At the completion of this module, participants will be able to:

- Examine work environments and identify the current motivation levels
- Identify motivation factors and tools to increase motivation among associates
- Apply Human Relations Principles to build effective relationships and commitment levels
- Accentuate the positive in specific, measurable terms

*"You cannot motivate a person... You can only provide the environment, climate, or atmosphere for motivation.*

*The tough-minded manager learns that one of the most challenging and thrilling experiences in life is to develop ordinary people into extraordinary people."*

—J.D. Batten