



Dear Fred,

As a business advisor and speaker I find that one of the major challenges my clients face is the creation and maintenance of strong, focused teams. This series of newsletters will continue to focus on Leadership, and how each of us can become more effective, more confident and more successful. I hope and believe you will receive benefit from these newsletters. If you do, please forward this to someone whom you think will benefit. As always, if you don't want to receive this newsletter, please feel free to unsubscribe.

Best Wishes,
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For information about Fred's consulting, training and speaking services, please visit www.PetersonSpeaks.com

THE LEADERSHIP CORNER



In the [last newsletter](#) I outlined an "acid test" which you can use to determine if a candidate has the right attributes to be a valuable contributor to your team. In this and in future articles, we will begin to explore some of the attributes which candidates and team members have a right to expect of you, their leader.

So.... what do your team members want you to provide to them?
Is it ...
More money? More freedom? More responsibility? Less responsibility? Less travel? More travel? Better working conditions? Flex hours? Telecommuting? A corner office? Etc.....

Depending on the person, it may very well be one of those things, or it may be something completely different. And, of course, individuals respond to their own wants, needs and desires. We can, however, look at

the results which surveys and studies have shown us. The overwhelming evidence is that employees, associates, volunteers... human beings in general, respond to and look for the following in their working environment:

- Recognition
- Education
- Leadership
- Opportunity
- Satisfaction
- Compensation

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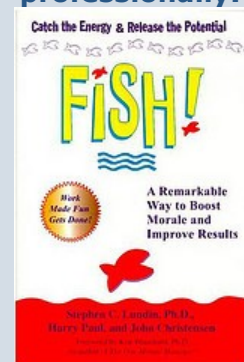
**Fred Peterson
Enterprises, LLC**

MISSION STATEMENT

"My mission as a business advisor is to help my clients to achieve their goals; both personal and professional."

Book of the Month

**Continuing your
Education creates
stronger success
both personally and
professionally!**



[Fish! A Remarkable Way to Boost Morale and Improve Results](#)

Tools For A Better Team

For information about

DISC:

Personality profiles, and how they can **help you and your team** to become more effective, please visit [DISC Profile Depot!](#)

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Every individual will value each of these components differently, but the overwhelming evidence is that **RECOGNITION** is far and away, the most important ingredient to attracting, developing and retaining good team members. Yes, everybody desires and seeks **recognition**. This is no secret. We all know it..... and yet, as leaders, we sometime forget to give **recognition** the place of honor it deserves when we create our business plans, and execute our daily strategies. Many of us get so busy with the implementation of our action plans, and the extinguishing of fires, that we forget the most important tactic; take care of, and recognize the value of our team members.

So how do your team members want to be recognized, and what should you do to make sure they receive the recognition they crave? That, of course, is the proverbial "Sixty-Four Thousand Dollar Question" (am I showing my age?). I recommend a **RECOGNITION** strategy which addresses the situation in two ways:

- 1) Formal (based on goals achieved and milestones reached)
- 2) Informal (based upon knowing the individual and acknowledging them for who they are and their value as a team member.

Some thoughts on **FORMAL Recognition**.

1. Be very wary about creating a contest for performance when you know who the winner will be before announcing the contest to the team. This is especially true in sales organizations. Virtually every sales team has one superstar who will consistently outperform others. Obviously, you want to challenge those who are capable of competing with this individual.... But be aware that there are three possible outcomes for this kind of contest, AND TWO OF THEM ARE BAD!
 - a. The entire team gets motivated and strives with great vigor to outperform the perennial champ. This is good.... And also highly unlikely.
 - b. Most members of the team becomes resolved to the "fact" that once again the company superstar will win the contest, and spend a week on the beach in Maui soaking up sunshine and downing Pina Coladas. They don't put out any extra effort, and you pay for the same results you would have achieved without the contest. This is bad.....AND very likely to happen.
 - c. Your top performer begins to take for granted that he will win the contest, and begins to expect even more for his effort.... Thus holding you hostage to more and better perks. This is very bad.....AND almost certain to happen.Please understand that I am not suggesting you don't honor and reward top performance. You should. Just be wary of the ramifications involved when creating contests.
2. Do look for ways to create contests where multiple winners are possible. Look at past performance by each team member, and set goals which are a stretch (but still reachable) for each participant. Each of these "goal busters" will help the team in the achievement of overall goals, and everyone has a chance to excel, and win.
3. If you want to have a contest, think of ways to form competitive teams. You will find that those who are usually moderate producers will often times go "above and beyond" to help the team.... Thus doing much more as a teammate than they would if they were simply performing as an individual. Make the contest fun.... As a matter of fact, let the teams decide what the prizes will be (within your pre determined budget).
4. Set up "systematized caring". Make sure that you are aware of, and that you recognize in a very personal way your team members birthdays, anniversary dates, important family occasions, achievement of personal goals (college graduation, designations earned, etc.), and other events of significance. Remember that personal notes, and one on one interaction are much more appreciated than "one size fits all" programs. (a perfect program for this is [System for Caring](#) - you can try this for free)

Obviously, we have just scratched the surface when it comes to creating a culture which celebrates the value of individual and groups within the team. A system of **FORMAL RECOGNITION** is one important component to achieving that result. Take your time, get creative, and invite input from your team. I believe you will find the results to be gratifying.

My next newsletter will explore the even more critical arena of **INFORMAL Recognition**. In that volume, I will discuss individual and group personality "mapping" and how best to recognize and communicate with each of your team members, based upon their individual "profile". For more information today, visit www.DISCProfileDepot.com .

*Do you have questions about how to set up **recognition** programs which inspire your team? Do you want assistance with growing and*

*managing your team? Are you interested in "jumping ahead" and getting more information about **INFORMAL RECOGNITION** prior to the next newsletter? If so, feel free to call me or email me directly - I look forward to hearing from you!*

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Sincerely,

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