

# The Motivated Manager

A 20 Minute Read for the *Backbone of America*



*Written by:*

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[www.theinspiredworkplace.com](http://www.theinspiredworkplace.com)

## The Bottom Line Up Front

This guide is designed to explain a very simple and effective program that will help your team be safer, happier and more productive by helping them achieve their personal goals. This sponsored program will not cost you or your company anything except for a few minutes of your team's time every few months. It is called the *Aim for Maintain Program* and these are the steps:

1. **Let Us In:** We know your team's time is valuable. If you are open to us helping your team achieve their goals, we can make a big difference. You just have to let us in a few times a year.
2. **Drop the Shield:** With ONE simple question, "Would you like to improve your Health, your Wealth or would you just like to Maintain your daily routine?", we get people to move their ego aside, admit they would like to improve their lives AND tell us what they would like to improve. Based on their feedback, we identify the support they want and develop an action plan.
3. **Deliver the Support:** Based on an action plan approved by you, we will "make it happen". This can be as simple as stopping in every few months to re-ask the ONE question or as involved as holding a Health and Wealth Fair for your organization. You decide. We deliver.

While creating the program, I quickly saw that many of us lack the support needed to achieve our personal goals. We may get told company goals, but is that really what motivates us? I also saw that our workplace, especially our Manager, has a significant impact in our lives. Managers can bring us motivation and encouragement – or they can create a toxic work environment. Furthermore, our work environment will go home with us, just like our home life will go to work. When you combine those observations, it is clear how important Managers are to their employees and the community.

As an Army Officer, I am familiar with the United States Army's Non-Commissioned Officer (NCO) Creed and believe it sets the standard for this type of leadership. Because of that, I thought I'd share the Creed by which each NCO lives. You will also see why I consider YOU to be *the Backbone of America*.

### The NCO Creed

No one is more professional than I. I am a noncommissioned officer, a leader of Soldiers. As a noncommissioned officer, I realize that I am a member of a time honored corps, which is known as "The Backbone of the Army". I am proud of the Corps of noncommissioned officers and will at all times conduct myself so as to bring credit upon the Corps, the military service and my country regardless of the situation in which I find myself. I will not use my grade or position to attain pleasure, profit, or personal safety.

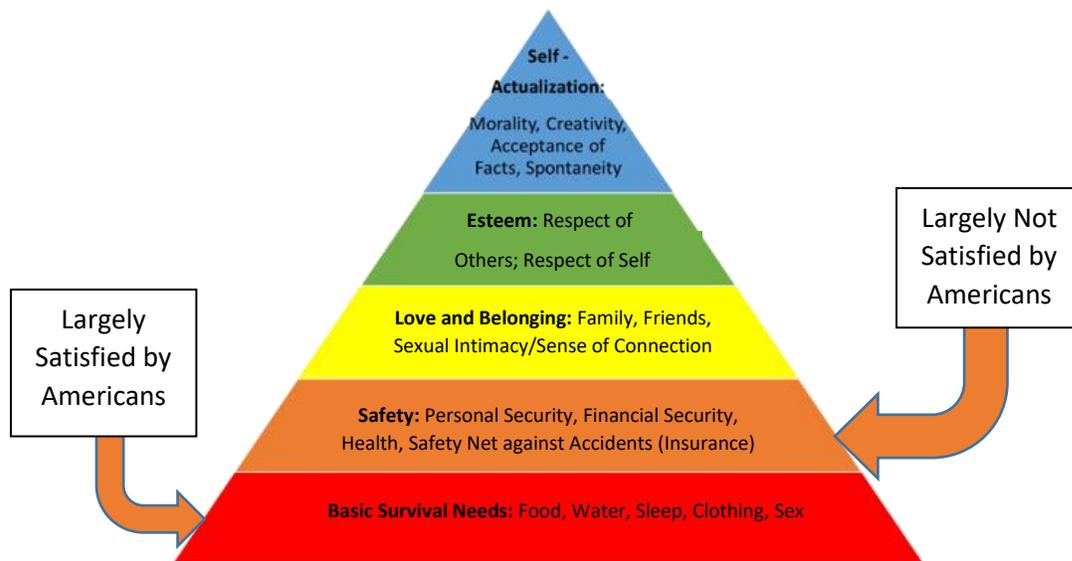
Competence is my watchword. My two basic responsibilities will always be uppermost in my mind—accomplishment of my mission and the welfare of my Soldiers. I will strive to remain technically and tactically proficient. I am aware of my role as a noncommissioned officer. I will fulfill my responsibilities inherent in that role. All Soldiers are entitled to outstanding leadership; I will provide that leadership. I know my Soldiers and I will always place their needs above my own. I will communicate consistently with my Soldiers and never leave them uninformed. I will be fair and impartial when recommending both rewards and punishment.

Officers of my unit will have maximum time to accomplish their duties; they will not have to accomplish mine. I will earn their respect and confidence as well as that of my Soldiers. I will be loyal to those with whom I serve; seniors, peers, and subordinates alike. I will exercise initiative by taking appropriate action in the absence of orders. I will not compromise my integrity, nor my moral courage. I will not forget, nor will I allow my comrades to forget that we are professionals, noncommissioned officers, leaders!

## The Situation

The American workforce is pretty stressed out these days. Financial and health problems are rampant. These problems come into the workplace, whether you like it or not. This section will give you a quick overview of the situation and how it is holding your team back from achieving their potential.

To better understand the situation of our workforce, let's take look at Maslow's Hierarchy of Needs:



At the bottom level, you have the basics and most of us have those satisfied. However, the second level is not satisfied for many of us. See how money and health are right above breathing? Many people don't have any emergency savings, they aren't saving nearly enough for retirement, many need an associate's degree and they aren't in shape physically. The statistics on this are a little unnerving:

- Approximately 62% of Americans have no emergency savings – [2015 Bankrate.com Survey](#)
- 72% of employed people are financially stressed – [2014 Harris Poll](#)
- 68% of people are overweight – [2013-14 National Institute of Health](#)

People that are stressed out are angry, tired and not thinking about what they are doing. This leads to unsafe, unproductive and unfriendly people. And these are problems that you have to manage on a daily basis. These second level issues also keep people from progressing to the upper levels at which you want your team to be functioning.

This, as you know, is a complicated problem and very hard to solve. Not to mention, most managers have not received much, if any, training on how to handle these issues - especially on how to handle them proactively. But don't fret, the Aim for Maintain Program has you covered!

Employee engagement is something that Gallup has really studied over the years and has done an outstanding job of tracking statistically. They understand how to measure it and they understand how to relate it to the KPIs of a business. If you want to learn more about it, download their State of the American Workplace. But here are two areas that I find the most important. The first area is how they survey employees to measure their engagement. They call it there Q12 and it is 12 questions:

## Gallup's Q12

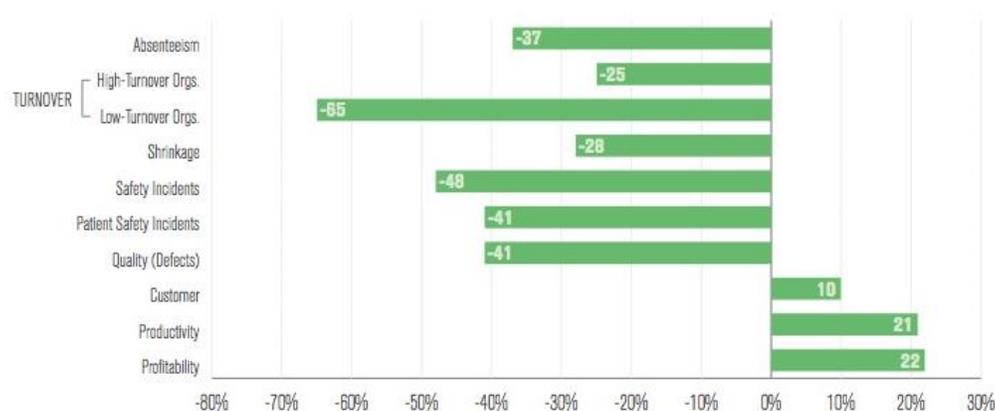
1. Do I know what is expected of me at work?
2. Do I have the materials and equipment I need to do my work right?
3. At work, do I have the opportunity to do what I do best every day?
4. In the last seven days, have I received recognition or praise for doing good work?
5. Does my supervisor, or someone at work, seem to care about me as a person?
6. Is there someone at work who encourages my development?
7. At work, do my opinions seem to count?
8. Does the mission/purpose of my company make me feel my job is important?
9. Are my co-workers committed to doing quality work?
10. Do I have a best friend at work?
11. In the last six months, has someone at work talked to me about my progress?
12. This last year, have I had opportunities at work to learn and grow?

**I like to sum up these questions with one simple question: Do I feel supported?**

The next area of importance is the impact of an engaged workforce vs. an unengaged workforce on a businesses' KPIs. People do dispute the statistics here (2015: 32% engaged, 51% disengaged and 17% actively disengaged), but that doesn't disregard the difference between an engaged and disengaged workforce. This graph from Gallup does a great job of showing the impact:

### ENGAGEMENT'S EFFECT ON KEY PERFORMANCE INDICATORS

Median outcomes between top- and bottom-quartile teams



To sum up my belief on making our businesses, communities and countries safer, more productive and happier is to make our employees feel more supported. And if you want to make that happen, you just need to take the time to ask one simple question: **What are you trying to do?**

## The Mission of The Inspired Workplace

With the help of sponsors, The Inspired Workplace will *give* employers and communities a simple method of helping their employees become safer, more productive and more engaged on their journey to self-actualization.

## The Execution

You say “Great, Joel! You told me about an issue that I have known about for years. You also left out that I don’t have any extra time to talk to people, CAN’T do it because of HR rules and, in general, am not qualified to help people with any of it.”

To that I say: “I know! But this program solves all of that for you. The Inspired Workplace will handle the program, the scheduling, the Dropping of the Shield and will coordinate the Delivery of the Support. All you have to do is let us in the door and spend a little time with your team each quarter. It won’t even cost you anything.”

The execution of this program is actually pretty simple and I laid that out in the Bottom Line Up Front. Here are the steps again:

1. **Let Us In:** We know your team’s time is valuable. If you are open to us helping your team achieve their goals, we can make a big difference. You just have to let us in a few times a year.
2. **Drop the Shield:** With ONE simple question, “*Would you like to improve your Health, your Wealth or would you just like to Maintain your daily routine?*”, we get people to move their ego aside, admit they would like to improve their lives AND tell us what they would like to improve. Based on their feedback, we identify the support they want and develop an action plan.
3. **Deliver the Support:** Based on an action plan approved by you, we will “make it happen”. This can be as simple as stopping in every few months to re-ask the ONE question or as involved as holding a Health and Wealth Fair for your organization. You decide. We deliver.

I know this seems simple. In order for anything to work these days, it had better be simple - and quick. We just don’t have the attention span for anything else. To accomplish this, we use the Aim for Maintain Cards, pictured below. They immediately make your team engage in their own personal development, help us identify the support they need and let your team know that they are more than just a number to you.



The Aim for Maintain Box Set

A question for you: Who asks you about what is that you are trying to do? I ask that question to many people and only a few times has anyone NOT said “Nobody.” How sad is that? So here’s what happens to us: We never think about what we are trying to do differently because no one ever really asks us. So we do what we do – and we do it day in and day out. Our daily routine takes over and that’s it. NO change will really take place until we have a life changing event or we finally get sick and tired of being sick and tired.

This program will change all of that. Here’s the ONE question again: “Am I trying to improve my Health, my Wealth or am I good where I’m at and just want to Maintain?” You will be surprised at how hard that question is for most people. You will also be surprised at how exciting it is to do this with a group of people. It motivates them and it will motivate you.

But the question goes even further than just making people think. It fuels a fire that burns in each one of us. It reminds us that we DO have goals. We DO want to achieve more than whatever it is that we are currently achieving. Or – it reminds us that we have it pretty good right now and just want to Maintain it. And that’s the goal of the program, in different terms: to get people to be HAPPY with their daily routine.

You’ll find that having us stop in once a quarter or so is just what your team needs to remind themselves of what they are trying to achieve. And you’ll also find that by helping them with their goals, they will become a much more engaged and appreciative employee.

## The Sustainment

By far, the most important step in making this program a success is to keep it going and to continue to remind people of what they would like to achieve. That, as you know, is where we come in. You do not have the time to run one more program. You probably don’t have the money in your budget for one, either. In my experience, if you don’t have us manage and execute this program for you, it will not happen. To solve this, let us in – and keep letting us in!

This program can also be sustained and supported by local Health and Wealth Providers that you are also comfortable “letting in”. These folks have the expertise to help your team make the financial and health decisions they need to make in order to improve their lives. At the least, a Quarterly or Yearly Health and Wealth Fair will really help your team find the motivation to address the financial and health issues they have not been addressing. Again, this type of understanding and allocation of time is going to be very appreciated by your team and you will see the results in your bottom line. If you don’t think so, look at [Gallup’s State of the American Workplace](#). It’s a great read and very enlightening.

## The Command and Signal

If you are in the military, you may have noticed the headings for this book follow the Operations Order format for the US Army. It's my little way of tipping my hat to the greatest leadership trainers in the whole world.

### Command

YOU are the leader of your team. YOU can decide to help your team achieve their goals, become more engaged at work and be a better spouse or parent at home. I know that, at times, it may feel like you are not. But that's just you getting caught up in the stress of life. Right now, you could quit your job. You could walk out of your house and never come back. But you don't. You get up every day and go to work and lead people and do great things. Whether you know it or not, YOU are in charge! And YOU have the ability to make a HUGE difference in the lives of your team. Are you ready to do that?

### Signal

A Signal is a way to let people know that it's "go time". It's what people need to let them know that it is time to get to work and get serious. It's why the bell rings at school and the whistle blows at the factory. Without it, you'll find that people don't know when a change initiative starts and stops. And if you are going to make an effort at helping your team take steps to achieve their potential, you're going to need to let them know it's "go time". If you want to make a change, you need to disrupt your environment and that's what the ONE question does. "Are you trying to improve your Health, your Wealth or do you just want to Maintain your current daily routine?" – will shake people up. When you see the look on someone's face and the long pause before they answer, you'll see exactly what I'm talking about. And you'll know they just received a Signal to make a change in their life.

I wish you all the best. If you made it this far, you are ready to roll. Just contact us and get something on the calendar to show your team that you want them to succeed. The simple act of caring about your team will not go unnoticed – or unrewarded!

#### **Joel Busboom**

My education (Industrial Engineering and MBA), background in sales, training in the Army as an Officer and personality typing system certifications have led me to the development of the Aim for Maintain Program.



For more information on this program, please see my website at [www.theinspiredworkplace.com](http://www.theinspiredworkplace.com) or send me an email at [joel@theinspiredworkplace.com](mailto:joel@theinspiredworkplace.com).