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Empower great
performance with
our **performance
motivation strategy
template**



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A new way to approach ~~performance management~~ motivation

We're all about the human experience so we're here to help you **humanise the world of work** with this strategy template.

Motivating, rather than managing, performance is the key to unlocking the best in people, teams and organisations.



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The shift to motivating performance

Organisations and HR can tell managers to have regular performance conversations and tell employees to take accountability for productivity. But why would they do this when such conversations are often avoided and dreaded every 12 months?

Changing our approach upfront will help people want to talk about performance and own it.



Changing the tone

Focusing on individual strengths – the things we find energising and enjoyable – naturally creates more positive and engaging conversations. People light up, feel inspired and think more creatively. This sets a tone for open and honest conversations and relationships.

Motivating employees to take accountability

When we feel our colleagues know and value us at our best, and **performance is about learning and growth**, we want to own our next steps.

Making feedback effective

Since conversations are centred around individual strengths, and using these to reach potential, giving **feedback becomes easier and more constructive**. Individuals start from a more positive and motivated place and are able to clearly see the link between the feedback given and how they should act on it.

Developing a strategy to motivate performance

A robust performance motivation strategy should cover the six key areas below in priority order.

Research consistently shows these foundations enhance performance, engagement, productivity and wellbeing*.



Respect

I feel respected at all times



Clarity

I have clarity over what's expected of me



Strengths

I'm able to play to my strengths every day



Praise

I receive praise for a job well done



Growth

I have the opportunity to grow and develop in my role



Empowerment

I'm able to remove blockages to my performance



36.4% increase in performance
when you focus on strengths

A focus on weakness
decreases performance by 26.8%



Questions to consider when developing your performance motivation strategy

Now you have a broader perspective on performance motivation, it's time to reflect on and diagnose your current approach.

These ten questions can help:

1. What signs do you see that people in your organisation have good relationships with one another?
2. Are people having regular conversations outside of the 'necessary' communication?
3. Are there opportunities for people to work across different functions within the business?
4. Do people collaborate to achieve outcomes?
5. How much do people look forward to performance conversations?
6. How motivated are people to perform after a performance conversation?
7. How do you promote a culture where everyone, regardless of hierarchy, feels their voice is valued as well as heard?
8. Are there clearly defined expectations and ways of working for roles and teams?
9. Are people being praised in a way that resonates with them, and is in relation to their individual strengths?
10. Do people feel empowered to self-manage and be accountable?



Performance motivation initiatives – examples

	Immediate (Responsive)	Long term (Proactive)
Respect I feel respected at all times	Unconscious bias training to raise awareness and reduce stigma of difference	<ul style="list-style-type: none"> ✓ Initiatives to connect different layers in organisations, such as upward mentoring initiatives ✓ Inclusivity principles through recognition incorporated in all processes across the employee lifecycle: from recruitment, onboarding and development ✓ Provide regular platforms for open conversations to develop increased awareness of self and others for everyone to have respectful relationships
Clarity I have clarity over what's expected of me	<ul style="list-style-type: none"> ✓ Hold 'townhalls' or company-wide meetings to share company updates ✓ CEO blogs 	<ul style="list-style-type: none"> ✓ Enhance opportunities for two-way communication and reduce reliance on surveys ✓ Support managers to have ongoing performance conversations that empower people to find greater clarity in their role, team and organisation – and make meaning in it
Strengths I'm able to play to my strengths every day	<ul style="list-style-type: none"> ✓ Strengths discovery workshops ✓ Psychometrics 	<ul style="list-style-type: none"> ✓ Shift the tone of performance conversations to be strengths-focused and give managers simple approaches, language and tools to make this easy ✓ Empower people to take more personal accountability for exploring how to use their strengths to be their best ✓ Review and update people processes including recruitment, onboarding, L&D etc, to be strengths oriented
Praise I receive praise for a job well done	Include recognition/awards in team and company meetings	<ul style="list-style-type: none"> ✓ Empower all people to give ongoing, on-the-spot strengths-specific feedback and praise to all colleagues ✓ Make feedback two way whenever possible to develop strong relationships that can withstand greater challenge
Growth I have the opportunity to grow and develop in my role	<ul style="list-style-type: none"> ✓ Promote internal vacancies, secondment opportunities ✓ Promote available L&D, mentoring etc. opportunities 	<ul style="list-style-type: none"> ✓ Focus on strengths-based development and growth in people's roles as well as across functions where possible – for example, analysing data is a strength/skill that could be applicable to finance and HR
Empowerment I'm able to remove blockages to my performance	Assess sources of blockages, focusing on quick-wins	<ul style="list-style-type: none"> ✓ Define ways of working of the future, such as self-managing teams, and focus on fixing blockages that will hinder future success ✓ Celebrate failure so people are less scared to innovate and find solutions to problems ✓ Enhance strengths-based collaboration to increase overall effectiveness of teams to find solutions together

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