

Staff Motivation Is key To Success.

In today's world, full of uncertainties, employee motivation and recognition have become critical components of successful business management. Over the years, I have had many heart-to-heart conversations with chiropractors worldwide and noticed that in many instances when the conversation steers towards current office events and practices, chiropractors seem to spend a lot of time talking about problems that they're facing with their staff. Curiously, a majority of doctors concerns are very similar and are centred on frequent staff turnover and lack of staff motivation. These two major issues are affecting the atmosphere in the office in general and its productivity in particular. Perhaps it is safe to assume that at some point, every doctor has had this same concern arise at the office and has asked himself over, and over again, why is the staff not giving 100% effort to the practice goals? Why, despite all efforts, does the staff still seem to be unmotivated?

Current statistics show that about 65% of employees in the United States do not feel that their efforts are being recognized and appreciated, which would most certainly lead to a decrease in the staff's desire to perform at the top of their potential. The next logical question here would be, how can a doctor, as a leader of the office, ensure that staff is motivated and willing to put forward their full potential. Annie Gottlier said, "it's so hard when I have to, and so easy when I want to". So, how can doctors have their staff *want* to work instead of *having* to work?

A majority of doctors have tried many solutions, such as giving bonuses, pay

increases, practice management coaching, etc., and still their staff seems to have a dull attitude and show little enthusiasm at the office. In the nineteen seventies, Abraham Maslow created a human needs pyramid which positioned employees on different levels, depending on each person's career and life circumstances. It appears that people at different levels in their career growth need diverse levels of appreciation. For example, for a new employee, employment necessities would focus on safety need level, such as paycheck and job security. On the other hand, for an employee who had been with the company for a long time, recognition of esteem and self-actualization needs, such as personal growth and fulfillment, seem to play a larger role in their motivation process. Seeing how many doctors today are struggling with keeping their staff motivated, it is safe to assume that a majority of the doctor's efforts are falling a step or even two behind staff members' current level of needs.

John H. Patterson stated, "To succeed in business it is necessary to make others see things as you see them." Staff members need to see clinic goals, possibly even get involved in setting those goals along with doctor, and should take on all the events and processes of clinic's life. Those deeply engaged team members who see that their hard work, knowledge, and experience are making a difference, feel much more motivated to do their job, and may even decide to take new responsibilities to help clinic grow. The primary fear for employees today is a fear of losing their jobs. This fear is probably why many doctors encounter

problems when a new staff member is greeted with hostility by an office manager and, in many cases, by all employees. This team member may, eventually, be driven out of the office. Doctors certainly need to attempt to avoid this unpleasant situation and one way for it is to make time and discuss this intent with employees before bringing in a new staff member. Doctors need to provide current employees with re-assurance that a new person is not a threat to their job security, but is an additional team player who will help drive the clinic to a new level of success. Just like every human on this planet, employees need re-assurance and motivation at all levels and at all times.

One of the greatest motivational speakers of our time, Zig Ziglar, said, "People often say that motivation doesn't last. Well, neither does bathing - that's why we recommend it daily."

Clinic staff needs to be motivated each day, by being recognized for their work, efforts and input with the simple words of sincere appreciation, and this most certainly will lead to clinic benefit from what growing numbers of companies in the United States alone enjoy today: incredibly profitable and stable business.

References:

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