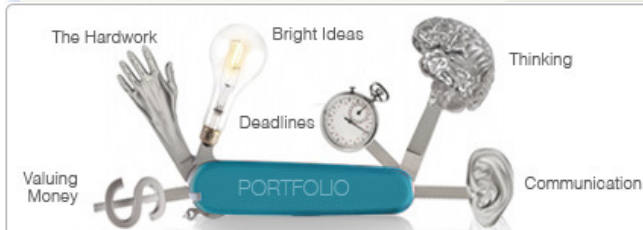




# Wisdom Mojo



Think of Wisdom Mojo as your Swiss Army Knife with a portfolio of tools to help you understand what it takes to achieve success.

## Happiness – know your values

Anyone who enjoys inner peace is no more broken by failure than he is inflated by success.

However we go about looking for it, and whether we call it joy or duty, passion or contentment, isn't happiness the goal of all goals? Aristotle called it the only goal "we always choose for its own sake and never as a means to something else." Anyone who says otherwise doesn't really know what he wants; he is simply seeking happiness under another name.

Saint Augustine in *On the Happy Life* wrote "the desire for happiness is essential to man. It is the motivator of all our acts. The most venerable, clearly understood, enlightened, and reliable constant in the world is not only that we want to be happy, but that we want only to be so. Our very nature requires it of us." That desire inspires our every act, our every word, and our every thought so naturally that we are totally unaware of it, like the oxygen we breathe without thinking about it.

Carl Rogers said that people are driven more or less by two desires, the desire to grow, called *self-actualization*, and the desire for self-acceptance.

According to this viewpoint, the key to happiness is to live our lives in accordance with our values. When people do things that are inconsistent with their values, they lose respect for themselves, stop growing, and become unhappy.

Living on a pendulum between hope and doubt, excitement and boredom, desire and weariness, it's easy to fritter away our lives, bit by bit, without even noticing, running all over the place and getting nowhere.

Happiness from your values is the great goal in our lives. All you need to do in order to experience it is to become clear on who you are and what you value, and then to live your life to those values. Yet few of us really take the time to understand our values, to think them through. So my challenge for you this week is to take that time to write down your values and next week we will discuss this in more detail.

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Want to get get Wisdom – check out my site at <http://www.mindtram.com> and subscribe to **Reflections on Wisdom Notes** (or send me an email for a sample)

"Genius was derived from a word used by the ancient Romans, who considered genius a guiding inborn spirit who protects, reassures, and coaches throughout life"

Mary-Elaine Jacobsen

Wisdom Mojo is a weekly newsletter for people that don't like to sit still with the same old thinking, and want to find new and better ways to improve every part of their world. It's designed to make you think differently, and above all to roll your sleeves up and take ACTION.

# Wisdom Mojo



## Dried Fruit and Mixed Nuts

Two years ago I invested in a friend's garage, it's a 'kwik-fit' style garage, for tyre and exhaust change. When I invested it was turning over the equivalent of US\$6 million per year and breaking even. Staff turnover was at about 18% per year (industry average). Before I invested I did the usual due diligence of accounts but I also looked deeply at the business - mainly employee trainings, environment, motivation schemes, etc. and the customers.

65% of customers were women!!! Now you know what a typical garage environment looks like, yep oily, grease stains everywhere, crummy coffee machines, you get the picture.

I made several suggestions conditional on my investment which were implemented immediately after closing the deal:-

1. Refurbish the waiting area to a more salon style environment.
2. Magazines on health and fitness, more magazines for women (the largest customer base - previously there were only auto related magazines)
3. Change the cookies to fresh fruits, dried fruits and mixed nuts, raisins, etc.
4. Serve freshly squeezed fruit and vegetable juices free to all customers
5. Clean uniforms for all mechanics 2x daily
6. Gym membership for all staff (later we installed a gym on the premises)

The impact was an immediate success. 2 years later Sales exceed US\$ 11 million, the company is profitable, staff turnover is down by half and with new ideas of wellness for staff and their families we hope this will reduce further.

On the client side growth came from word-of-mouth. Women told their friends, who told their friends, etc.

The success came from looking at our customer base and thinking what would they like that would make their time in an otherwise 'messy' environment more enjoyable. The fresh fruit and vegetable drinks and servings of fruits are a big hit so much so that when I visit corporations I always recommend they ditch the cookies for dried fruits and nuts and serve fresh fruit drinks. This is far better for staff health, etc, and makes a lasting impression on visitors. A simple and healthy touch that makes a big difference

## Perseverance

Normal Vincent Peale popularised the idea of positive thinking. His 1952 book, *The Power of Positive Thinking*, was on the *New York Times* bestseller list for 186 consecutive weeks. It sold over 20 million copies and has been translated into more than 40 languages.

Peale grew up with a strong inferiority complex and was "shy to the extreme". He was so lacking in confidence that his college professor once told him: "You have a reasonably good mind but you are not making adequate use of it. How long are you going to be like this - a scared rabbit afraid of establishing its own voice? You better change the way you think about yourself. You better do it now before it's too late!"

Peale later found a book by the 19th-century psychologist William James, who wrote: "The greatest discovery of this generation is that a human being can alter his life by altering his attitudes of mind."

Peale went on to make himself confident by acting confident, and talking about it. Interestingly, he owes the success of *The Power of Positive Thinking* to the positive attitude of his wife. Peale received so many rejection slips for his book that he threw the manuscript into the waste basket and forbade his wife from removing it. The next day, his wife took the entire waste basket to another publisher, who finally accepted it!

"Consider the postage stamp, my son. It secures success through its ability to stick to one thing till it gets there."

Josh Billings



Each week there is a guest contributor to Wisdom Mojo, here's this weeks:-

# Wisdom Mojo



**Kelly Ketelboeter**

Kelly is an advocate for positive change and a service and coaching driven philosophy. Her goal is to help people and organizations recognize and leverage their potential, strengths and skills to achieve extraordinary results.

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***Please note – this week's article is longer than a normal Wisdom Mojo article but it has such good depth I wanted the whole article to stand – Enjoy & learn***

## **Motivation**

If I had a nickel for every time I heard an internal coach say, "My people just aren't motivated", "I wish I knew how to motivate my staff", "I wish my staff would just do it", I would be a rich woman. The fact of the matter is that 73 percent of employees are less motivated than they used to be. And 30 percent of coaches say motivating employees is their toughest challenge. Motivation is one of those vague catch all words that mean completely different things to different people.

We sometimes approach motivation as one of those things where coaches feel they have to 'rally the troops'. It's as though we wait for something big to come along that will affect people in a way that they will now be motivated to do something, where before they weren't. And sometimes it's important to rally the troops and generate enthusiasm. Most of us believe if we are excited about something then we will be motivated. But don't confuse excitement with results. I could be really excited about something, say losing weight, but that doesn't necessarily mean I am any more motivated to do it. The proof of my motivation comes from my results. Often times this is where coaches and leaders go down the wrong path. They overlook some of the small extras they can be doing in favor of the splashy events, hoping to generate that excitement and get people motivated. Or they will decide for themselves what will motivate those people around them without ever asking them directly.

Motivation is about challenging people, getting them interested and excited about a new project, product, or way of doing things; and making them feel that they can successfully do what's being asked of them. Webster's dictionary defines motivation as a force, stimulus, or influence that taps into a need or desire (motive) that causes a person to act. True motivation isn't about getting people all fired up and then simply expecting them to get on with it. It's about giving your employees something extra that will feed their self-esteem and self-worth, so they can get up tomorrow and do the job at hand with confidence and enthusiasm which will yield results. True motivation isn't just for special occasions either; it's an important if not vital part of everyday life. So the big question on everyone's mind is, "How can I motivate my staff to contribute their best work everyday?" There are many things coaches can do to foster and nurture motivation. Below are some tips to get you started.

**Keep employees informed.**

Employees feel motivated when they understand how their work contributes to the big picture. Explain to them how their actions make a difference to your business, your customers, the team and them personally. When communicating to employees be sure to answer the following questions, what we are doing, why we are doing it, how we will do it, and when it will be done. Always express your confidence and commitment to your employee's success.

**Give employees feedback.**

Employees want to know and need to know how they are performing. There's nothing worse than coming to work everyday and not knowing whether you are doing a good job or not. Some coaches wait for the yearly or semi-annual performance review to discuss employees' performance. This approach won't motivate employees to do their best everyday. Instead, meet frequently with your employees to discuss performance and develop goals. Performance feedback helps employee's build on their strengths and address opportunities for growth or improvement.

**Use positive reinforcement.**

If we only ever focus on what our employees are doing wrong then all they will ever learn is what *not* to do. Instead, focus your efforts on catching them doing something right and then pointing it out. This approach will show your employees what a good job looks like so they can repeat it in the future. It will also show them that you are aware of their efforts and contributions. Studies have shown that recognition and praise can energize employees more than money.

## Motivation (Continued)

They key to using positive reinforcement is to be specific when communicating with the employee. Tell the employee exactly what you saw or heard them doing that led you to believe they did a good job.

### Provide One-on-One Coaching.

Coaching employees is a form of employee development. The only cost involved in coaching is time. When you take the time to coach your employees you are showing them that you care about them and their success. Remember, employees don't care how much you know, until they know how much you care. One-on-one coaching is critical to your employee's success and feeds their motivation.

### Offer developmental opportunities.

People like to learn and the opportunity to develop and grow can fuel an employee's desire to perform. Find out what your employees want to accomplish long-term and then develop a plan to help get them there.

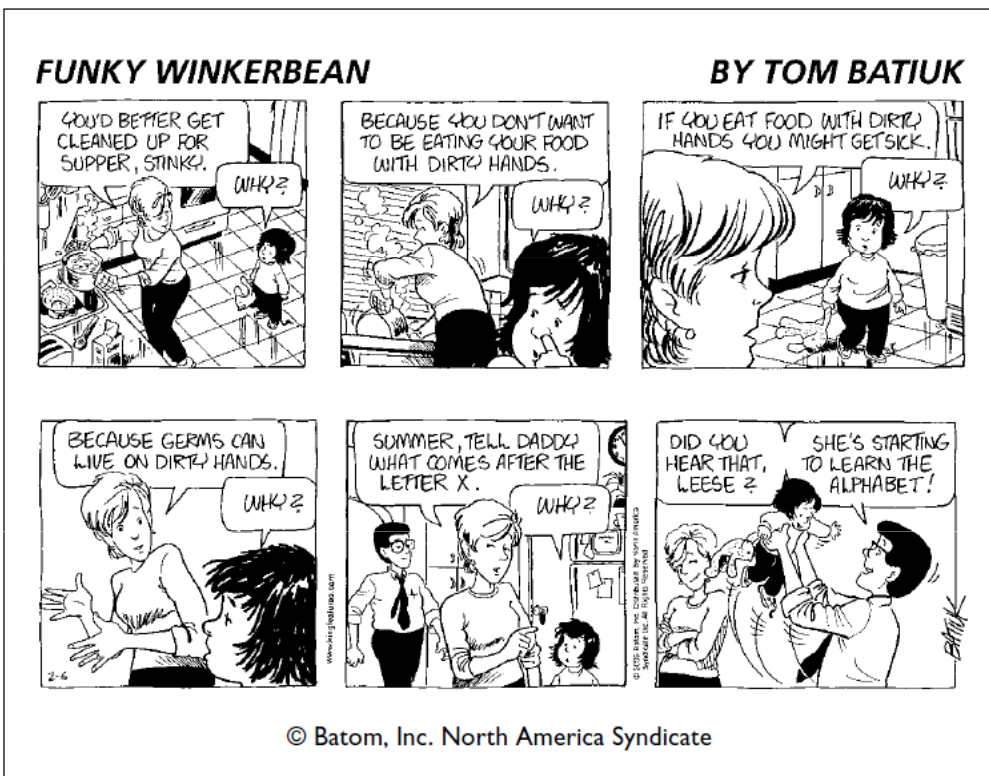
### Set goals.

When an employee knows what the expectation is they will be more likely to perform. Goals move us in the right direction and keep us on track to accomplish the tasks at hand. Goals allow coaches to provide regular feedback, catch employees doing it right and provide a foundation for your one-on-one coaching with employees.

### Lead by example.

Employees won't care anymore about their work, your customers, or your business anymore than you do. Modeling the behavior you want from your employees is the most effective way to motivate behavior. If you want employees to demonstrate enthusiasm, be passionate about your job. If you want to encourage teamwork, be visible on teams. If you want employees to limit their lunch break to one hour, do the same.

Sustaining an environment where employees can motivate themselves is an ongoing process and it takes discipline on your part. When people feel appreciated, acknowledged, and respected, they'll give more of their time, effort, and commitment in return. It's safe to say that most people will feel motivated when they know they are making a contribution, being heard, doing something useful, receiving praise and acknowledgement and having their skills developed. Your job is to make that happen. I hope this helps and gets you on the right path to motivating your employees. **Kelly Ketelboeter**



## Keep Asking Why

We each tend to frame problems based on our own experiences and solutions we've found that worked well in the past. We need to be more like the persistent child in the comic who continues asking "Why?" than the adult who assumes she knows the answer. Instead of jumping to an answer, keep searching and asking questions to better understand the opportunity.

One way to gain a deeper understanding is to use the "Five Whys" problem-solving method that was made popular as part of the Toyota Production System. The main point is to accept the answer, but to still ask why again and again as you peel away the layers to get to the root cause.

"Applicants for wisdom do what I have done:  
Apply within". *Heraclitus*

# Wisdom Mojo



## Must haves

### Books for Wisdom

Coaches should learn to think outside the box to help clients succeed. I occasionally do book reviews at <http://weeklyleader.net> or subscribe to **Reflections on Wisdom Notes** at <http://www.wisdomnote.com>

1. **Discover Your Inner Economist** – Use incentives to fall in love, survive your next meeting, and motivate your dentist. By Tyler Cowen (more at <http://marginalrevolution.com>)



## On the Board

### Useful Web Sites

Just 1 blog I would recommend checking out this week:-

<http://www.milkeninstitute.org/>

In particular please go to the EVENTS section. There is a wonderful recent video of dialogue with distinguished panelists executive coach and author Marshall Goldsmith, business visionary Dr. Oren Harari, and Sir Ken Robinson.

### Why Not?

*"You see things; and you say, 'why?'  
But I dream things that never were;  
and I say, 'Why not?'"*  
*George Bernard Shaw*

Agnes Gonxha Bojaxhiu had a small dream: to serve "the poorest of the poor."

Her pursuit of this humblest of dreams made her one of the most highly respected and best loved women of modern times, better known as **Mother Teresa**.

### Peel back and look deeper

There's a Zen tale about a person who noticed a disturbing bump under a rug. This person tried to smooth out the rug, but every time she did so, the bump reappeared. In utter frustration, she finally lifted up the rug, and to her great surprise, out slid an angry snake.

In an organizational context, this story can be viewed as a metaphor for the occasions when, in making interventions, we deal only with the symptoms. Inevitably, despite our attempts to smooth things over, the snake beneath—the underlying cause—keeps working its mischief. Unless we pull out that snake and deal with it, it will confound our best efforts to improve organizational efficiency. Like the woman with the rug, too many executives restrict themselves to a mechanical view of life in the workplace. They look at surface, bumps on the rug, rather than at deep structure. This is just one reason I added the little story about Why on the previous page – to get you thinking deeper as George Patton said "If everyone is thinking alike then somebody isn't thinking". Think about it.....

### Something to Think About

A client sent me this note - There is a wonderful story about finding strengths in unlikely places. The tale concerns a pilot program that was implemented in the "lower level" educational classes of one of Washington, DC's inner city schools. Many of the eighth graders at this school were terrible students. They were unmotivated, acted up, and had trouble with the class material. Many of them could hardly read, an essential skill to learning in other areas. They were, unfortunately, a cliché. Low-income eighth graders reading at a third-grade level. To some observers it was a wonder that they showed up at school at all. The years to come held few opportunities for these children, and a life involving crime, drugs, violence, or unintended pregnancies seemed all but inevitable. Until the day that some ambitious and visionary educators had a brilliant idea. Although the students could only read at the third-grade level, their skills were far superior to incoming first graders. A program was quickly developed in which the eighth graders were recruited to mentor smaller children. The effects were immediate and dramatic. The mentors suddenly felt more engaged, capable, and hopeful. In one fell swoop, they had been transformed from habitual losers to helpful learners. Amazingly, what once was considered their greatest personal deficit was now their chief strength.

What are you facing today that will  
impact your company's future?

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