

Mastering Team Member Motivation

The Four Whys of Work and
How to Use Them

Recast Leadership Cohort, August 2024

 **BILL ZIPP**

Recast Leadership Cohort

Group Meetings *Monthly*

Focused on a critical leadership topic, like executive presence, one-on-ones, team member motivation. Each topic has field work flowing from the group session.

One-on-One Coaching *After Group Meetings*

Focused on applying the content of our group meetings to your specific context and individually working through the field work that is assigned in the group meeting.

Group Meetings: Monday, July 15; Monday, August 12; Monday, September 16 all at 1:00 PM Pacific

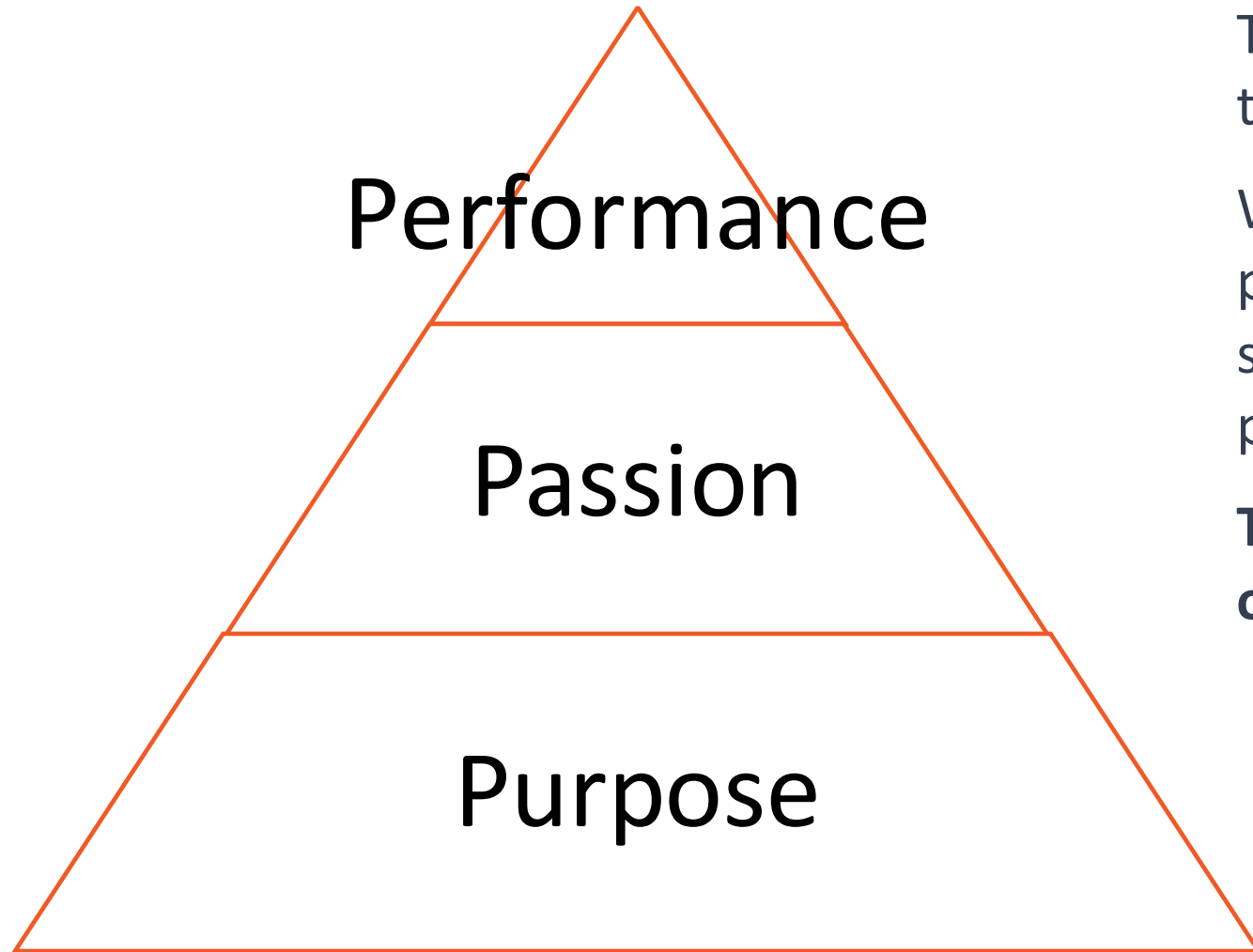
My Leadership Journey

- New account executive on a local radio sales team
- Became top selling rep on this sales team
- Promoted to sales manager of this sales team
- Struggled to help this team achieve over goal performance



SALES
MANAGER

The People Pyramid

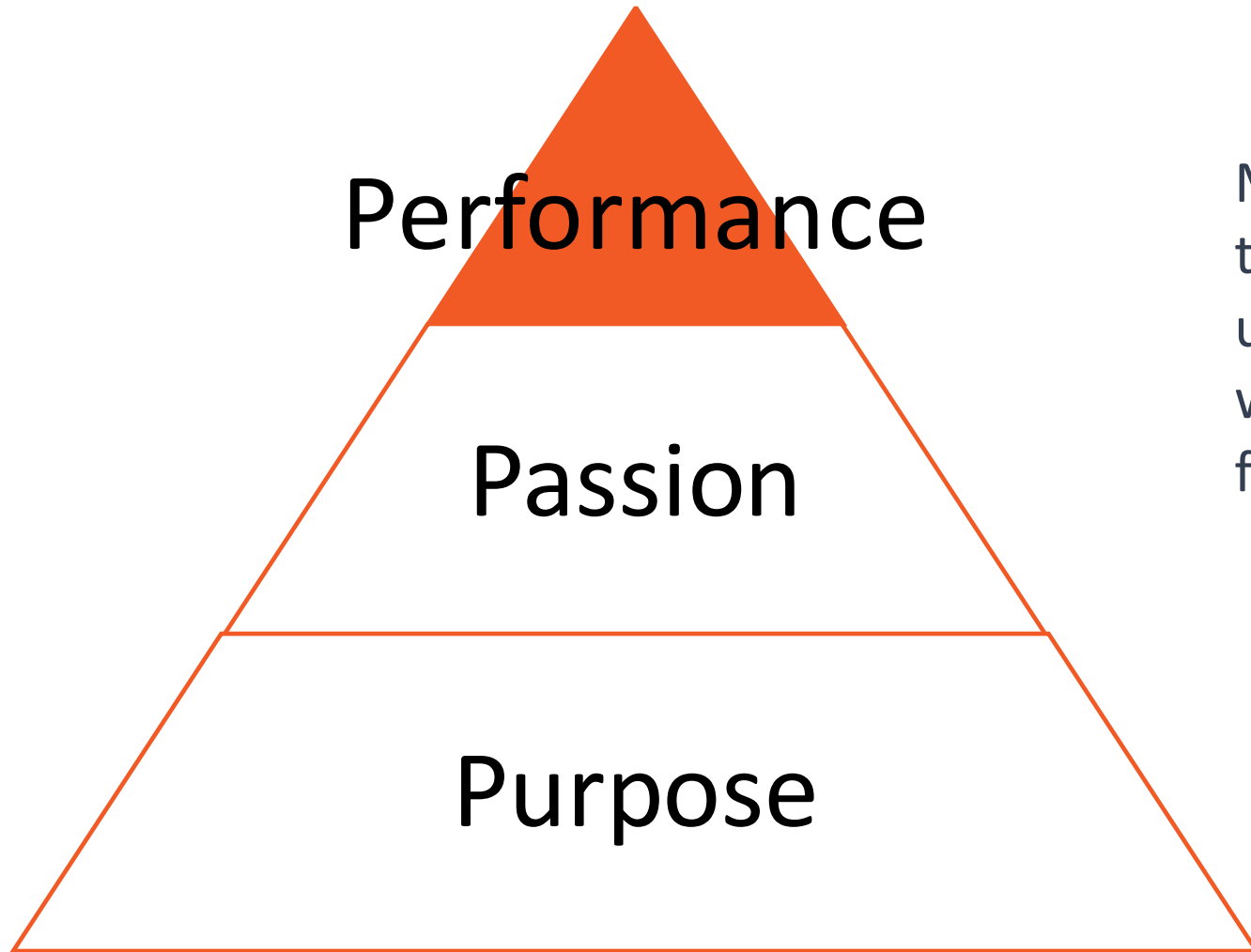


There's a powerful chain reaction that takes place within human beings.

When we have a deep sense of purpose—knowing **why** we're doing something and that **why** matters—purpose lights the fires of passion.

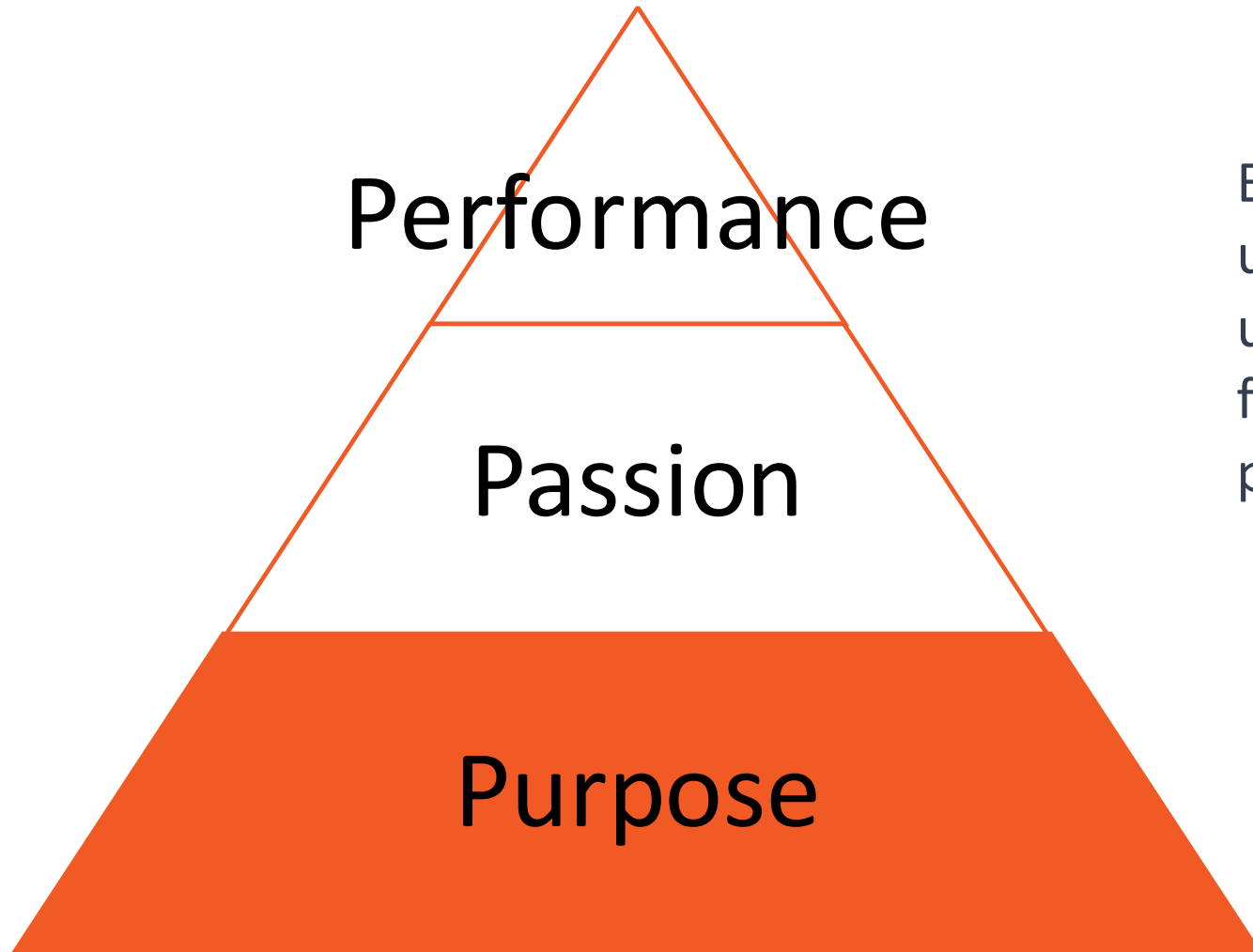
That passion, in turn, drives high levels of performance.

The People Pyramid

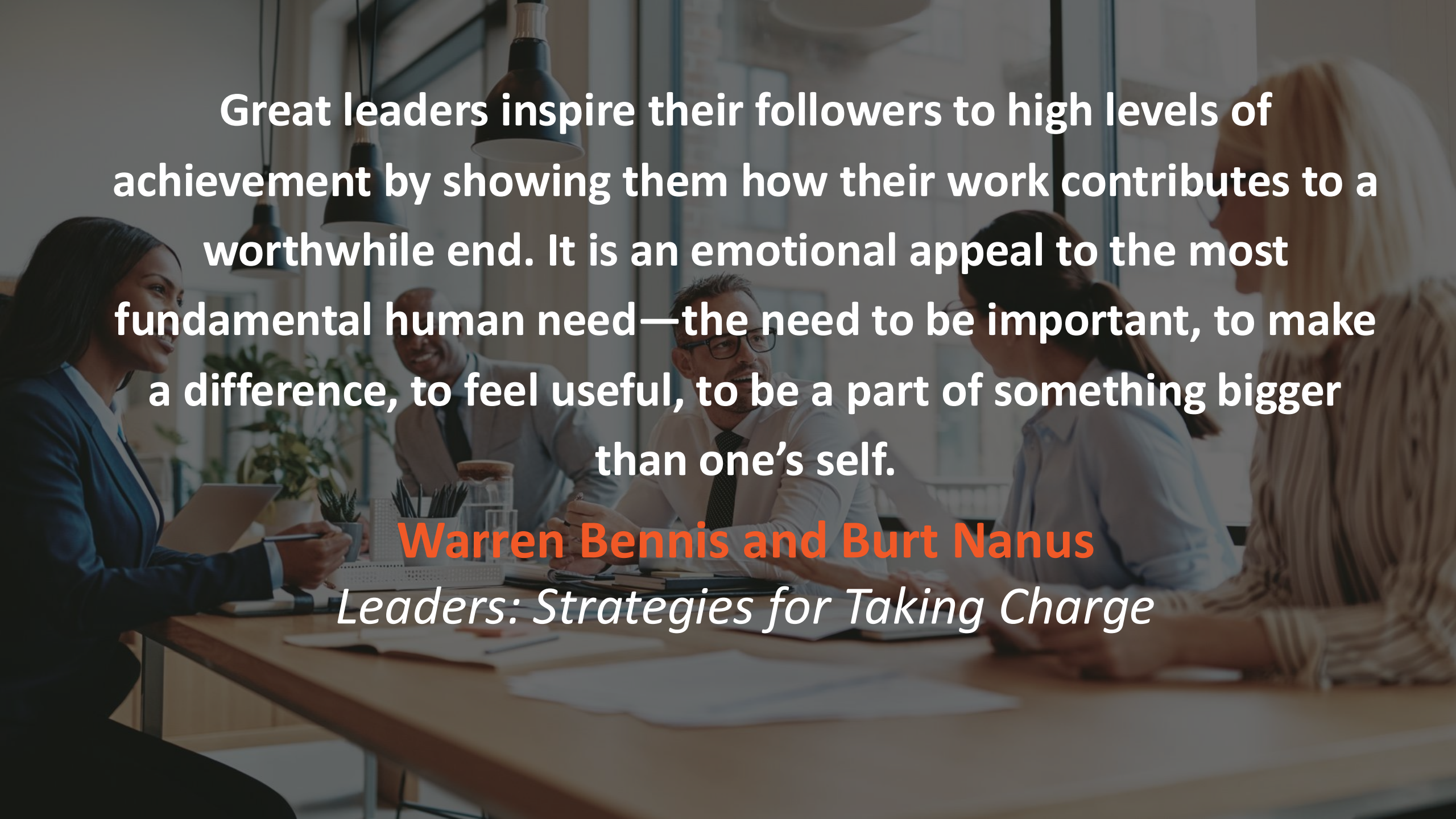


Most managers focus only on the top of the pyramid, performance, never uncovering a team member's **why** at work and the personal passion that flows from that **why**.

The People Pyramid



Effective managers focus on purpose, uncovering a team member's **why** and unlocking the personal passion that flows from that **why**, resulting in great performance.

A group of five business professionals are seated around a long wooden conference table in a modern office setting. They are all smiling and appear to be in a positive, collaborative meeting. The room has large windows in the background, and several pendant lights hang from the ceiling. The overall atmosphere is professional and energetic.

Great leaders inspire their followers to high levels of achievement by showing them how their work contributes to a worthwhile end. It is an emotional appeal to the most fundamental human need—the need to be important, to make a difference, to feel useful, to be a part of something bigger than one's self.

Warren Bennis and Burt Nanus

Leaders: Strategies for Taking Charge

The Four Whys of Work



Fortune

Fame



Freedom

Family



The Four Whys of Work



Fortune

Meaning:

The money a team member is able to make and the wealth they are able to accrue.

Motivators:

Compensation, commission, bonuses, prizes, and being able to buy what they want to buy whenever they want to buy it.

The Four Whys of Work



Fame

Meaning:

Not the money a team member makes but what the money means: status and respect.

Motivators:

Attention, recognition, public praise, special titles, and being admired for the success they've achieved in life.

The Four Whys of Work



Freedom

Meaning:

The independence a team member is given that allows them to pursue adventures in their personal life.

Motivators:

A flexible schedule, autonomy, the ability to work from home, the ability to travel, and extended time off to pursue their dreams.

The Four Whys of Work



Family

Meaning:

The resources a team member has access to that allows them to help their family and extended family.

Motivators:

Extra time off to be with family, a flexible schedule, the ability to work from home, generous health care benefits, retirement savings, career and/or educational opportunities for their children

People Have a PRIMARY and a SECONDARY Why



Fortune

Fame



Freedom

Family



Connecting Passion to Vision

The reason people feel like Sisyphus, pushing a big rock up a tall mountain day after day, is this:


There's no connection between daily tasks and their long-term vision.

No clear line of sight exists, so motivates evaporates.



A Clear Line of Sight

1. What is your **primary** and **secondary** why at work?
Fortune? Fame? Freedom?
Family?
2. Based on your why, what is a big, tangible dream you want to achieve?
3. What moves you closer to achieving that dream every quarter, every month, every week, and every day?

An overhead view of a group of people sitting around a large wooden table in a meeting. The table is cluttered with various items: a laptop displaying a 'DATA' chart with '15%' visible, a tablet with 'Statistical Analysis' and '70%' and '12%' visible, several coffee cups, a glass of water, a small potted plant, and a pair of glasses. The people are wearing colorful clothing, including a blue sweater, a yellow sweater, a green sweater, and a plaid shirt. The scene is brightly lit, suggesting an indoor setting with large windows.

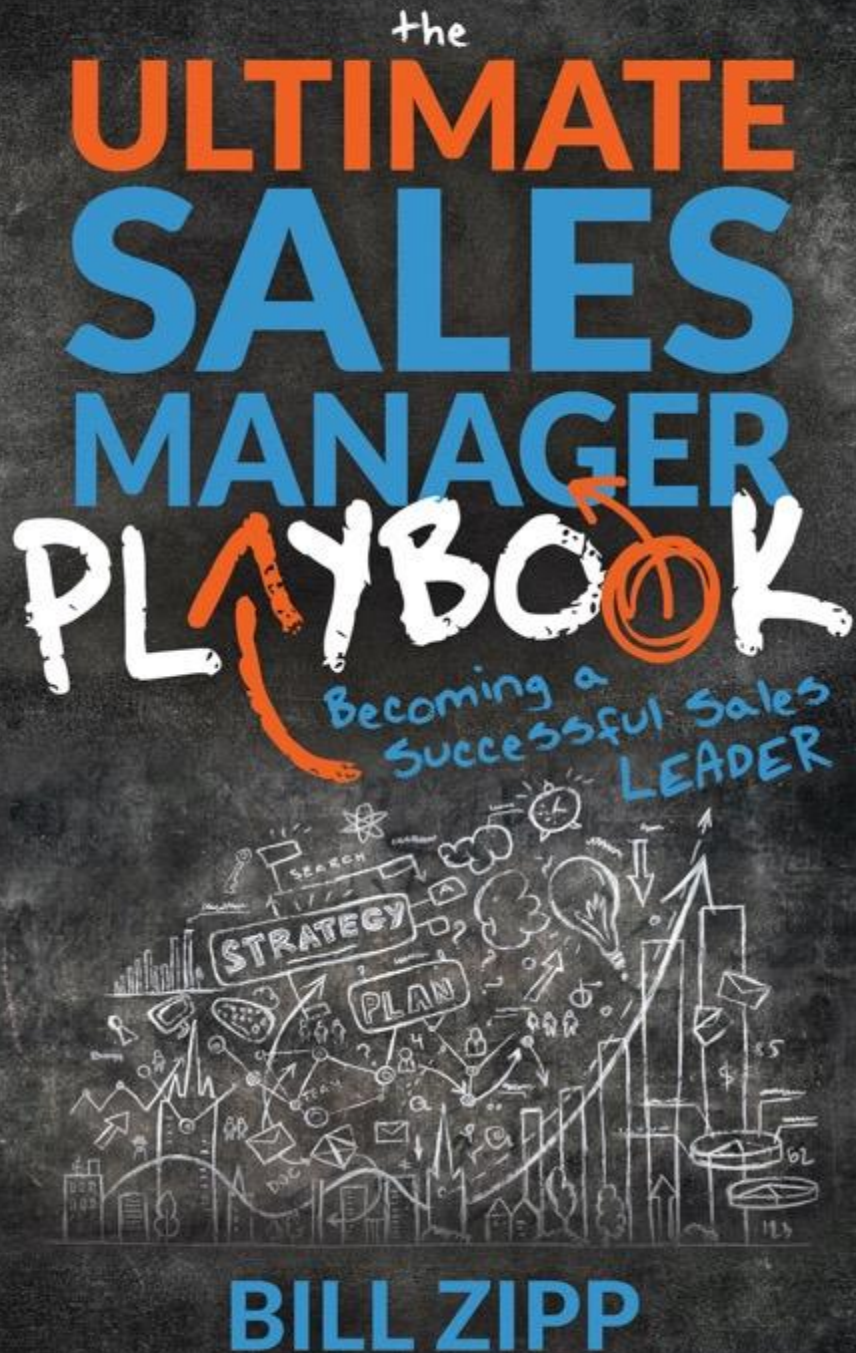
The hundreds of leaders I've worked with have found these conversations to be the most powerful and rewarding of their entire career.

**“Those who have
a why to live can
bear with almost
any how.”**

Victor Frankl

Man's Search for Meaning





Recast Leadership Cohort

July 15, August 12, and September 16

Do these three things:

1. Complete the field work at the link sent to you by email.
2. Schedule your coaching session with Bill via Calendly.
3. Watch the video that reviews the four whys of work.

Your Dedicated Web Resource Page:

<https://billzipp.com/recastleadershipcohort/>



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