

*Webinar on*

# **Changing Behavior: Why Rewards and Punishments Often Aren't Enough**

# Learning Objectives

- Understanding your Strengths and Challenges when motivating employees*
- The role of Mission in motivation  
Developing your mission-driven plan*
- Relation of employee's knowledge, experience, and competence to motivation*
- Motivators and Demotivators*
- Maslow's hierarchy of needs and motivation*



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- Herzberg's Two Factors and motivation*
- McClelland's Acquired Social Needs and motivation*
- Internal vs. External motivation*
- How do we decide what motivates each person*
- Providing effective feedback and coaching*
- Maintaining motivation in a virtual environment*
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Learn to apply the latest understanding of what engages today's employees and get the results your organization needs.

**PRESENTED BY:**

*Rebecca Staton-Reinstein, Ph.D. and president of Advantage Leadership, Inc., has managed a wide variety of projects from starting an alternative high school to developing artificial organs to managing Section 8 public housing. She understands the pain of juggling too many tasks, relying on others for information with no authority to manage them, and struggling to keep too many powerful stakeholders from spoiling the project.*

On-Demand Webinar

Duration : 90 Minutes

Price: \$200

# Webinar Description

The basics Today's workforce is mobile and unwilling to stay in a job where appreciation is rare or where the person is not making a difference. You are judged on the quality of work of your team members, which means you must help them perform at their best. Everyone is unique and requires a unique approach. The fundamentals of human motivation enable you to engage each employee and the entire team for top performance. Learn to get the results you need while building a dedicated team.



Get specified results by establishing and carrying out a robust plan for team goals and for individual development

Lead a productive, innovative team using performance planning, delegation, motivation, feedback/coaching, and evaluation

Create effective relationships and communicate effectively with employees

Perfect your motivational, engagement, and inspirational skills

Every employee is different and needs a different approach. There is no one-size-fits all when it comes to encouraging employees to perform and improve. Generic rewards and punishments have a demotivating effect. Learn to apply the latest understanding of what engages today's employees and get the results your organization needs.



# Who Should Attend ?

*Newer managers*

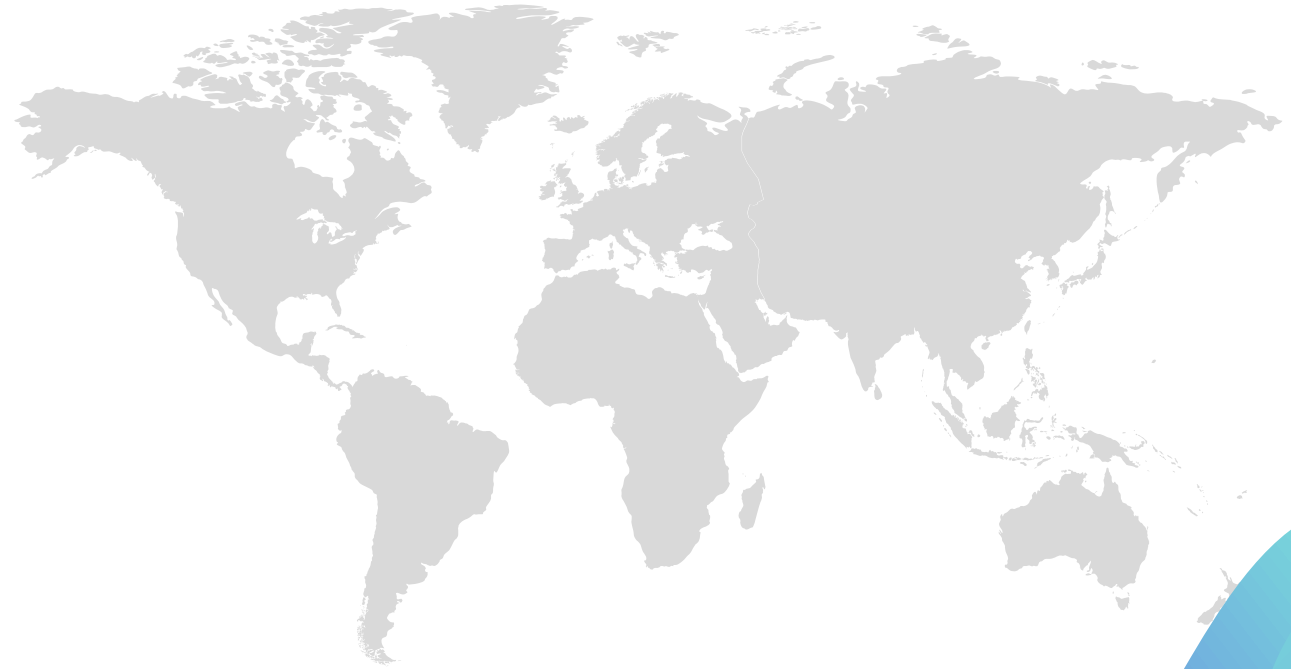
*Experienced managers and supervisors who want to enhance their skills for better results*

*Executives*

*Team leaders and project managers*

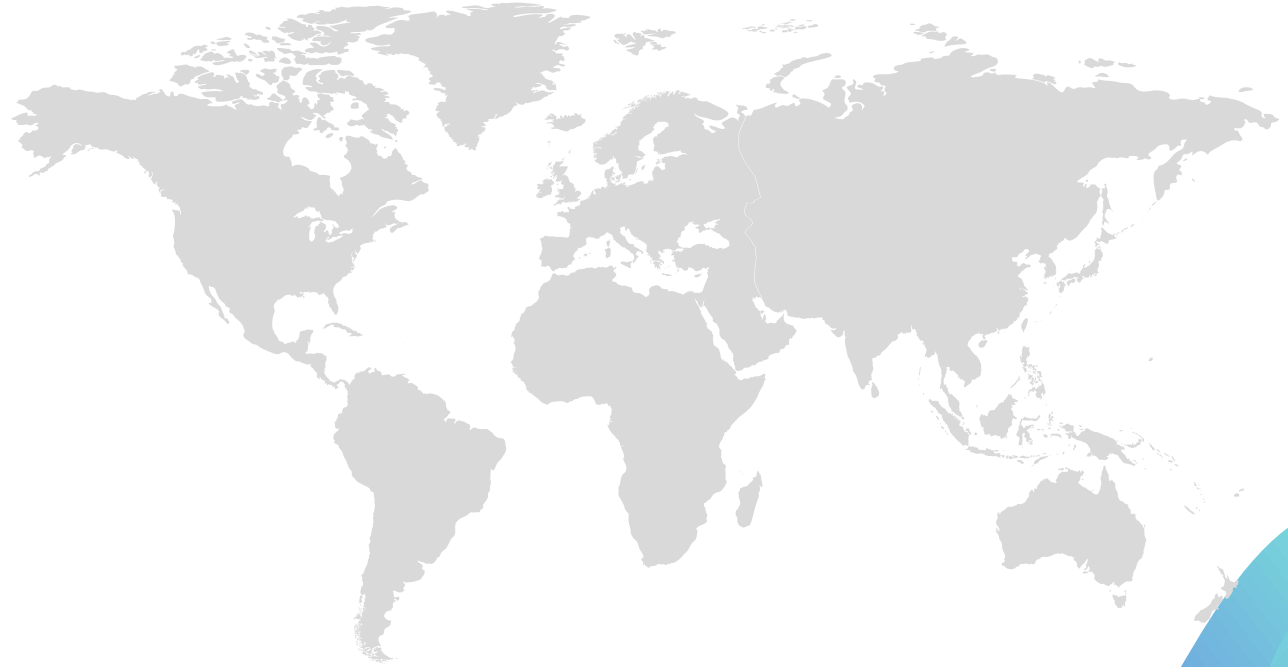
*HR professionals*

*Anyone interested in managing people*



# Why Should Attend ?

*This webinar is designed to help you keep employees motivated and engaged. Most managers wrestle with this fundamental skill to thrive in a competitive marketplace. This persistent problem often comes down to not understanding human psychology and how it operates, especially with four or five generations in the workplace. You don't have to become a psychologist, but you do have to master some fundamentals if you want to keep employees inspired, engaged, and productive. If you continuously learn from each employee interaction and apply your knowledge to new situations, you will create a productive team of inspired, engaged employees.*





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