How to Boost Morale Through Communication

Presented by Julie Burch
What is morale?

Definition:
- How somebody feels
- The general level of confidence or optimism felt by a person or group of people, especially as it affects discipline and motivation
Make It Good Communication

Favorite tip for boosting morale:
  - Ask them!

The Power of Goodwill by Janet Smith

- What can I do to make your job more rewarding, interesting, and satisfying?
- How do you think our customers would describe our company?
Make It Good Communication

- What do you think is our company’s greatest strength or weakness?
- What could this company do to give more recognition to its employees?
- Asking questions engages employees, which can add to the boss-employee relationship.

It is about relationships.
Make It Good Communication

Number One Rule of Effective Communication: Good Communication
It is a dialogue not a monologue.
Make It Good Communication

Seven Key Skills to Boost Morale:

- “How” in communication:
  1. Email
  2. 10-minute meetings
  3. Giving direction
  4. Negative feedback and criticism
  5. Bad news
  6. MBWA
  7. Recognition and reward
Make It Good Communication

Three Vs

Vocal

Visual

Verbal
Know When to Go Email or Face-to-Face

You should not use email to communicate with your employee if:
- Emotion is involved.
- You’re giving negative feedback or criticism.
- There’s personal data, or information is confidential or private.
Know When to Go Email or Face-to-Face

Use email when you are following up with:

- Conversation
- Delegation
- Confirming information
- Data
- Recapping a meeting
- Agreement
Know When to Go Email or Face-to-Face

Email:
- Information
- Records
- Action
Know When to Go Email or Face-to-Face

How to use email effectively:

- Maintain good etiquette:
  - Use a greeting.
  - Pay attention to grammar.
  - Use proper punctuation.
  - Say “please” and “thank you.”
Know When to Go Email or Face-to-Face

10-Minute Meeting

Two Ways:

- Group or Team
- One-on-One
Do They Understand Your Direction?

Common barriers to effective delegating:
- Lack of patience
- Insecurity
- Inflexibility
- Occupational
Do They Understand Your Direction?

Key to overcoming these obstacles:

Recognize the reasons or issues.

Practice eliminating them.
Do They Understand Your Direction?

Seven Basic Steps:
1. Are they trained?
2. Do they have the time to do it?
3. Clearly define task or project.
4. Confirm understanding.
5. Offer resources and support.
6. Periodic follow-through.
7. Follow up after.
Boost Morale Through Criticism and Praise

Do they know what is expected of them?

Have we discussed it recently?

Were we clear and concise in our discussion of the expectation?
Boost Morale Through Criticism and Praise

Skill: Training

Will: Attitude
Boost Morale Through Criticism and Praise

Five Basic Action Steps:
1. Identify the problem.
2. Ask for input or ideas.
3. Move to solutions and get agreement.
4. Acknowledge and use a transition statement.
5. Hold them accountable and follow up.
Make Progress in Delivering Bad News

“Tell it first. Tell it straight. Tell it all.”

~ Lee Iacocca
Make Progress in Delivering Bad News

Mistakes:

We don’t explain why the situation is happening.

We don’t take into consideration how employees will feel about the change.
Make Progress in Delivering Bad News

Mistakes:

- Downplaying the bad news so employees don’t hear or understand its importance
- We don’t make eye contact.
- Sending it via email instead of delivering it in person
Make Progress in Delivering Bad News

Three Es:
- Expectations
- Empower
- Environment
Create the Environment of Choice

+ MBWA – Manage By Walking Around
  o 10 Tips:
    1. Appear relaxed as you make your rounds.
    2. Remain open and responsive to questions and concerns.
    3. Observe and listen.
    4. Make certain your visits are spontaneous.
Create the Environment of Choice

+ MBWA – Manage By Walking Around
  o 10 Tips:
    5. Talk with employees about their passions.
    6. Ask for suggestions to improve operations, products, and service.
    7. Spend equal amounts of time in all areas of your organization.
Create the Environment of Choice

MBWA – Manage By Walking Around

10 Tips:
8. Catch your employees doing something right and recognize them.
9. Convey the image of a coach.
10. Encourage your employees to show you how the real work gets done.
Create the Environment of Choice

MBWA

- Observe
- Listen
- Ask
- Support
Create the Environment of Choice

“Before you abuse, criticize and accuse, walk a mile in my shoes.”

~ Elvis Presley
Don’t Forget the Recognition

Praise:

- Specific
- Sincere
- Public
Don’t Forget the Recognition

13 Ways to Recognize Your Team:
1. Surprise them with candy for their candy jar.
2. Send or email a thank-you note.
3. Give them tickets to something they enjoy.
4. Bring in pizza for lunch for everyone.
Don’t Forget the Recognition

13 Ways to Recognize Your Team:

5. Feature a great employee in the company newsletter or intranet.
6. Ask your employees to help solve a problem.
7. Hire a massage therapist to come and give everyone a massage.
8. Spend time talking with your employees about important projects.
Don’t Forget the Recognition

13 Ways to Recognize Your Team:

9. Encourage them to praise one another.
10. Give employees a paid day off or a half day off for their birthday.
11. Reward them with work-from-home days.
12. Give them gift certificates to restaurants.
13. Have fun contests or special events.
Summary

It is good communication that moves an ordinary team to an extraordinary team.

Communication is not just about what you say, it is about what is heard.

Be open, honest, clear, and concise in your communication.
Welcome to How to Boost Morale Through Communication Q&A
With Julie Burch
Thank you for joining us today!