



MOTIVATION UNDER PRESSURE DEMANDS

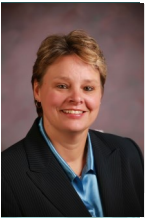
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By Tara Carr, Small Business Development Director at UW-Green Bay

Motivation is typically based on the fundamental that people complete tasks, such as work, in effort to attain the things they want while avoiding the things they do not want. Each and every person has different wants and needs, therefore are motivated differently. These specific needs or wants cause people to have certain behaviors. The goal of satisfying needs is ever-changing because an individual's wants and needs continue to evolve and transform on a consistent basis. As a result, staying motivated can be a challenge.

The key to continually accomplishing goal after goal is to stay motivated. The never ending task list can be overwhelming at times. How does one stay motivated, especially after failure or feeling unappreciated or disrespected? Research studies indicate that entrepreneurs will average 3.8 failures for every success. Motivation can be negatively impacted by failures, roadblocks, loss of employment or advancement. Successful people overcome failure, despite the depth of the challenge. For some, giving up is not an option. For many others, these failures impact confidence, loyalty and the desire to make sacrifices. As motivation decreases, the emotional and behavioral response is to become disengaged and detached from work responsibilities, which results in seeking immediate gratification outside of the tasks at hand. The psychological rationale of "why make the extra sacrifice if it is not appreciated?" dictates a change in behavior and in turn decreases motivation.

With the speed of technology and a global economy, business demands are NOW. Answering emails at midnight has become the norm and being accessible 24/7 is the business expectation. How much can one person persistently perform and continually meet the immediate business demands and expectations? Staying motivated can be a daunting task. As a leader, it is necessary to motivate others as well as keep yourself motivated. Find out what the motivation driver is for family, employees and yourself. Understanding whether or not these individuals are driven by internal or external motivational factors. Extrinsic, or external, drivers occur when the motivation to perform a behavior or engage in an activity is to earn a reward or avoid punishment. Intrinsic, or internal, motivation involves engaging in a behavior because it is personally rewarding. Internal motivation drives performance for its own sake rather than the desire for an external reward.



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Having the desire to work hard and willingness to sacrifice personal time are challenged when struggling with staying driven. The risk of feeling vulnerable intensifies, as the more one gives and the less they feel they are getting in return. To stay focused and motivated, here are a few steps to follow:

- ◆ Set SMART goals (specific, measurable, attainable, realistic and timely).
- ◆ Make a list of steps on how to accomplish those goals.
- ◆ Create a strategy on how to achieve the goals and set up a reward system.
- ◆ Give yourself breaks.
- ◆ Don't be too hard on yourself.
- ◆ Set a timeline.
- ◆ Take baby steps. Complete small portions of the project to limit the overwhelming feeling of all the task that need to be finalized.
- ◆ Be mentally prepared for roadblocks.
- ◆ Ask for help or delegate. Verbalizing the task with others creates an accountability to finish.
- ◆ Plan for future motivational issues or procrastination issues.

The Wisconsin Small Business Development Center (SBDC) at the University of Wisconsin Green Bay is part of a statewide network of SBDCs working with business owners and entrepreneurs to facilitate business growth and improvement, and to launch successful new companies. The Small Business Development Center offers a variety of services: no-cost business consulting, customized business solutions, financial management, growth & strategic planning, and professional development training.