

# Alison\*s Art, Inc.

## MARKETING BYTES

### BUSINESS ISSUES . . . EVERY BYTE COUNTS!

Website: [www.AlisonsArt.com](http://www.AlisonsArt.com)

eNEWSLETTER

E-mail: [info@AlisonsArt.com](mailto:info@AlisonsArt.com)

## BUSINESS ISSUE #19

### L.E.A.D. Part 2: Motivation

To continue our discussion about L.E.A.D. (Learning Essentials About Organizational Development), I would like to explore another important lesson for leaders, *motivation*. Non-profits and even businesses can depend on volunteers who receive little or no financial compensation; as a result, other forms of motivation become a priority. What besides money drives people to serve and work? These can be motivations:

- Passion for an idea, issue or cause
- Dedication to something bigger than themselves
- Validation through opportunities to experience self-worth
- Pride in one's skills, talents and performance
- A sense of responsibility

The primary challenge and role of leadership is to integrate the work of volunteers with the ideas that have formulated the company's or organization's core by doing the following:

- Focus; create a clear vision with the mission, goals, bylaws and policies
- Evaluate; learn the strengths of the membership to form a volunteer base
- Empower; select volunteers for project teams rather than tasks
- Acknowledge; offer merit incentives for jobs well done
- Administrate; institute good fiscal hygiene and structural integrity

At Alison\*s Art, Inc. we offer *Organizational Development Programs* to guide and assist you in growing your business or organization. Please visit [www.AlisonsArt.com](http://www.AlisonsArt.com) to learn more about Alison\*s Art *MARKETING BYTES* Business Consulting Services & Marketing Tools, *For the Success of Your Business, Organization, Events and Ideas*:

- ✿ **Consulting, Speaking and Teaching Services**
- ✿ **Business Marketing and Organizational Development Programs**
- ✿ **Marketing Bytes, Business Issues eNewsletter**
- ✿ **Business Identity Materials Art & Branding**

*MARKETING BYTES Business Issues* is published weekly by Alison\*s Art, Inc. © 2008 Alison\*s Art, Inc. To receive a complimentary subscription, go to [www.AlisonsArt.com/contact.html](http://www.AlisonsArt.com/contact.html). View past **Issues** in PDF format at [www.AlisonsArt.com/bytes.html](http://www.AlisonsArt.com/bytes.html). Save and share these Issues! 42908

*\*Alison\*s Art, Inc. thinks outside the box for the success of your business, organization, events and ideas!*