

# 8 Simple Ways to Energize your People (and Business)

Common sense says energized people perform at higher levels.

Beyond common sense, recent research from our strategic partner, eepulse, says so.

Research completed in October 2007 with 300 executives and managers demonstrated that employees at high performing organizations are more “energized” than employees at low-performing organizations.

This leads us to the question: How exactly do you energize employees? There is no “magic” bullet. However, based on our experience working in, with and for dozens of organizations around the world, we have found 8 energy-building strategies.

1. **Put people in jobs that match their skills and interest.** People whose work is interesting to them naturally desire to do it well.
2. **Tell people the truth.** Leaders need to share as much about the business reality as they can, as often as they can. People feel valued when they are part of what is being decided and what is happening. This way, they get a true sense of ownership in results.
3. **Be Nice.** No one likes coming to a place with grumpy and insensitive people ... especially leaders. Insensitive leaders drive morale down and distract people from achieving results.
4. **Give people important objectives.** Having clear, meaningful goals inspire people to achieve. Everyone wants to be proud of their work, so give people something to do that will make them proud.
5. **Listen to your employees.** Instead of paying consultants for answers, use “consultants” you are already paying: your workforce. In fact, November 2007 research by eepulse found that THE single most important reward people desire is to have their ideas used. More than money, more than recognition, more than anything, people want their ideas heard and used. Not only will you get ideas that work from them, they will be energized.
6. **Recognize and celebrate successes, large and small.** Recognition lets people know you see their hard work. It will recharge their batteries. Take five minutes to say “good Job.” Even better, take your team to lunch now and again, to thank them for their good work.
7. **Link pay to company results.** Kids get an allowance; adults earn money. Pay without a connection to results is like giving a child an allowance for no reason (and no connection to chores). It breeds entitlement, and doesn’t energize anyone.
8. **Infuse fun into your company.** Everyone likes a good party!