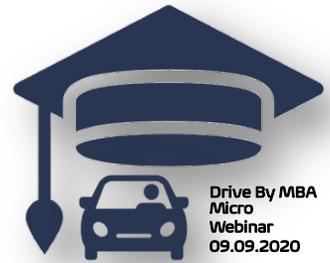




# How to Motivate Employees to Share & Contribute



Drive By MBA  
Micro  
Webinar  
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## Key Takeaway:

Communication is the key to keeping employees motivated and productive in a season of enormous distraction.\*

It's more than what you say: it's also heavily influenced by interactivity, medium and alignment to your mission, vision and values.



**Interactivity** - Pose questions, give everyone a voice and actively listen

- ▶ Personal, "how you doing?" check ins
- ▶ Roundtable "what do you think?"
- ▶ "Ask (your name) Anything" email chain
- ▶ Quick polls & surveys
- ▶ Breakout groups



**Mix up Media** - Make it interesting for them. Keep challenging yourself to change and simplify

- ▶ Personal video embedded in an email
- ▶ Stand up meetings, even if by phone or video
- ▶ Chat or forum technology (e.g., Slack)
- ▶ Message chains or relays
- ▶ Mail, ship or drop off



**Alignment** - State and restate. Connect all important messages to your mission, and/or vision and values

- ▶ "our core value of (x), underpinned this decision"
- ▶ "remember what this will look like next year"
- ▶ "this is important work; it ties to our . . ."
- ▶ "these extra steps will keep us true to our mission"
- ▶ "that story emphasizes our company's . . ."