5 Strategies to Motivate and Keep Great Employees

Jimmy Edwards, Marshall Music Co.
Why is this important??

- Employees of ALL AGES want to be motivated and inspired
- Humans want to feel involved
- Your business depends on it!
- Life will get easier
TOP 5 STRATEGIES

• Training
• Leader Interaction
• Clarity on Performance and Growth Opportunities
• Goal Setting
• Working with a Purpose
OH NO!! THE T-WORD!

✓ SOMEONE should be talking about training
✓ It doesn’t have to always be product training
✓ Get people out of their departments – no silos!
✓ Look to your suppliers for help
Get Your Employees Out of the Building

➢ Local Seminars
➢ Business Watch Groups
➢ Ed-rep Ride-alongs
➢ Trade Shows…

The NAMM Show

Summer NAMM
Spending Time With Leaders

• This is a great way to inspire new employees
• Share stories from the top
• Don’t assume that topics are over their head
• Invite employees to meetings
Work Alongside Your Employees

• This is the best form of appreciation for some
• Nobody wants to feel like you are *too busy*
• Work late, buy lunch
• Acknowledge their expertise
Clarity on Performance and Growth

CLARITY is the key word

Performance evals – not too corporate, man

Talk about success and failure. Talk louder!

Ask people where they want to be
• You can run, but you can't hide
• Employees deserve a discussion on compensation
• Most times an answer is all that is needed
• Don’t be afraid to discuss pay ceilings
You say you have them, can I see them?

Employees react better to tangible, measurable goals

You should have at least one formal system in place for company goals
Goals – A Great Place to Start

• Get a whiteboard. Get three.
• Daily huddle – 20 min
• Weekly huddle – 1 hour
• Ask your employees how they feel about the process – what a concept!
Music – Working with a Purpose

➢ This is a special industry we work in
➢ Making music changes lives
➢ Inspire yourself, then you can inspire others
➢ Employees need to have a purpose (besides a paycheck)

So………..
REMIND THEM!!!
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