

## 100% Productivity: Communicating Increases Success



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**Having all employees fully contributing their maximum effort leads to greater success.** Model employers support a wide variety of initiatives to meet this goal, including offering an EAP and other work/life balance resources.

**One way to help increase employee involvement and participation is to review and update the way the organization communicates key issues with employees.** In this article, we focus on communications in three areas: 1) company or organizational development and growth status, 2) individual job roles and expectations, and 3) effective goal setting and accomplishment.



### 1) Organizational status and "health":

Do you have a well organized process to inform all employees (not just managers) of the current status of the organization? Is it measurable? Is it presented or displayed in a way that helps everyone see the need to increase involvement in what they personally do to improve the bottom line? Most groups will use monthly or quarterly sales, productivity, and service statistics to effectively monitor activity.

How far out into the future does management develop the active business plan? What information is shared with employees about short and long range goals and strategies?



## 2) Clear job roles and expectations impact employee

**"health":** How clear are the roles, tasks, and duties of each individual? Do you only review this formally once or twice a year? What happens in between? Too often at REAP while we are helping employees with job stress or performance concerns, they express that the job duties and expectations are not clear enough to them. We coach them on how to improve communications with their manager and on how to take more responsibility to clarify work expectations. **Employees function at a more productive level -- and feel better both physically and mentally -- when they know their roles and standards.**



## 3) How effectively are you using goal strategies?

When we look at goal setting strategies, we know certain basics. If the person expected to meet the goal has input into what level of change is desired and an appropriate time frame, the chances for success go up. Another key factor is **how** is the person motivated to accomplish the goal? We cannot assume that what drives one person to excel also motivates others. It is critical to get to know your employees, discuss motivation, and try to influence what benefits they perceive from accomplishing the goals. Sometimes money is a good motivator, but the sense of pride in the work, service to customers, learning and career advancement, or work/life flexibility may at times be more motivating factors.

**In counseling, we notice that different methods work for different people.** For example, with fitness goals such as trying to lose weight or increase exercise, one effective approach is to set small, easy to reach goals and aim for consistent progress over time. This may be less stressful and not require intense effort or sacrifice. The slow, steady pace is more pleasing and realistic. For others, they want to feel a sense of facing challenges and need to see quicker progress. The actual adrenaline of pushing toward a big goal gets them going and reinforces longer-term change.