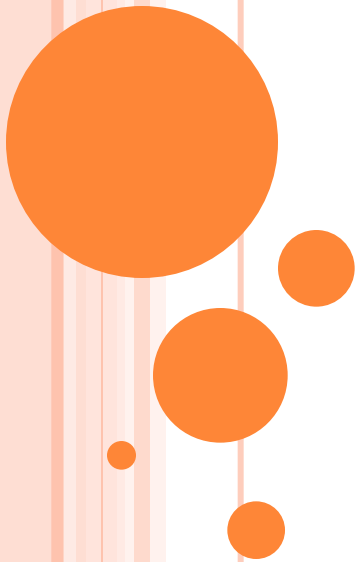


*MOTIVATION
AND
COMMUNICATION
AS
TOOLS
FOR
GOVERNANCE
& LEADERSHIP*



WHAT IS MOTIVATION?

.....a drive in an individual for fulfilling certain objectives. These objectives could emanate from needs ranging from physiological to safety to emotional or to esteem.



CAUSE OF MOTIVATION?

.....on account of stimulus coming from the environment or from within.



MOTIVATION

“What to do **to yourself?**”

“What to do to others?”



MOTIVATION

COMMITMENT

- Self belief
- Passionate
- Pride in whatever one does
- Positive and optimistic
- Pursue excellence
- Self-discipline



MOTIVATION

SELF BELIEF

- *“ Believe in yourself. Have faith in your abilities. Without a humble and reasonable confidence in your own powers you cannot be successful or happy.”*
Norman Vincent Peale
- *“ If I have a belief that I can do it, I shall surely acquire the capacity to do it, even if I do not have it in the beginning.”* Mahatma Gandhi
- *“ As long as we have faith in our own cause and unconquerable will to win, victory will not be denied to us.”* Winston Churchill



MOTIVATION

COMMITMENT:PASSIONATE

- *“ To be a leader you’ve got to have conviction- a fire in your belly. You’ve got to have passion. You’ve got to really want something done”*. Lee Iacoca (“Where Have All the Leaders Gone”)
- *“ Once you develop some emotional engagement around a pursuit, rather than simply an intellectual one, the excitement flows and the energy explodes.”* Robin Sharma (“Discover Your Destiny”)
- *“We all know fear but passion makes us fearless”*: Paulo Coelho (“The Alchemist”)



MOTIVATION

FROM WITHIN

- On a number of occasions external stimulus to motivate himself is non-existent, specially in government service
- The motivation has to come from within
- Motivation has to emanate from : fulfillment of esteem needs or from a desire for self actualization



MOTIVATION

COMMITMENT: TAKING PRIDE IN WHATEVER ONE DOES

“No matter how insignificant the thing you have to do, do it as well as you can, give as much your care and attention as you would give to the thing you regard as most important. For it will be those small things that you will be judged.” Mahatma Gandhi



MOTIVATION

COMMITMENT: POSITIVE AND OPTIMISTIC

- *“ There is no such thing as objective reality or ‘the real thing’. There are no absolutes. What really separates people who are habitually upbeat and optimistic from those who are consistently miserable is how the circumstances of life are interpreted and processed.”*
Robin Sharma (“The Monk Who Sold His Ferrari”)



MOTIVATION

COMMITMENT: PURSUE EXCELLENCE & CREATIVITY

- *“When you devote yourself to excellence in everything you do.....you begin to feel a greater sense of positive pride about the way you are conducting your days. You begin to feel good about yourself. People who feel good about themselves do great work and create great things.”* Robin Sharma (“Discover Your Destiny”)
- *“A leader has to be creative, go out on a limb, be willing to try something different.....think out of the box”* Lee Iacoca (“Where have all the Leaders Gone”)



MOTIVATION

COMMITMENT:SELF DISCIPLINE

- *“ Self-discipline is the DNA of visionary leadership. Self-discipline is what allows a leader to go beyond knowing to doing. Success comes from acting what you know and self-discipline is what stirs visionary leader into action.”* Robin Sharma(“Leadership Wisdom”)



MOTIVATION

LEAD BY EXAMPLE

- *“The leader has to set personal example and make other understand in what ways ‘change’ is going to be useful”*
Varghese Kurian (“I Too Had a Dream”)
- *“Walk the walk”*: Chris Gardner (“The Pursuit of Happiness”)



MOTIVATION

HONESTY

- Keep Promises :

“The supreme quality of leadership is integrity” :

Dwight Eisenhower

- Transparent
- Objectivity



MOTIVATION

EFFICIENCY: FOCUSSED AND DECISIVE

- *“ When people start focusing on what they want, what they don’t want falls away, and what they want expands .”* Rhonda Byrne (“Secret”)
- *“If I had to sum up in one word the qualities that make a good manager, I would say that it all comes down to decisiveness”* Lee Iacoca (Where Have All the Leaders Gone”)



MOTIVATION

EFFICIENCY : TIME MANAGEMENT

- “ *Visionary leaders have the wisdom to understand that if you don’t lead your time, it will lead you.*” Robin Sharma (“Leadership Wisdom”)



TIME MANAGEMENT

.....*HOW?*

- Clear identification of priorities.....what is more important than the other?

“Effective leadership is putting first things first.” :
Stephen Covey (“First Things First”)

- Advance planning

“A plan relieves of the torment of choice” Saul Bellow

- Cushion for jerk inputs



TIME MANAGEMENT

.....*HOW?*

- Commitment to keep time schedule which is under your control.....evolving a punctuality culture.
- Arriving at work 15 minutes ahead of the scheduled time.
- Some impatience



MOTIVATION

EFFICIENCY : PRIORITIZE

- *“ If you want people to make good of your time, you’ve got to know what’s most important and then give it all you’ve got”:*

Lee Iacoca



EFFICIENCY

TECHNICAL SKILL UPGRADATION

- KEEP LEARNING : “ *Maintain a sense of humility and realise that you can learn something from everyone. Every person you meet every day is a teacher of some sort*” Robin Sharma (“Mega Living”)
- “*Leadership and learning are indispensable to each other*” : John F Kennedy
- PRACTICE : “ *The Magic Rule of 21 : For new behaviour to crystallise into habit, one has to perform the new activity for 21 days*” Robin Sharma (“The Monk Who Sold His Ferrari”)



MOTIVATON IN GOVERNMENT SERVICE.....A PARADOX

- Well defined objectives?
- Well defined roles for players?
- Sense of security
- Lack of clearly outlined responsibilities.
- Premium on inaction
- Aversion to risk.....safety first approach
- Initiative discouraged



HAS THE ENTIRE SYSTEM
COLLAPSED?

NO



HOW TO MOTIVATE?

- External stimulus non-existent
- Leader has to motivate himselfself actualization
- Clarity and focus are the critical



INSTRUMENTS OF MOTIVATING OTHERS

- Evaluate each officer and assign tasks and responsibilities.....a potent tool
- Recognition.....a “pat on the back”
- Trust
- Delegate
- “Facilitate” and NOT “monitor”



MOTIVATE

.....*RECOGNISE, "PAT ON THE BACK"*

- *".....most people appreciate praise more than any other form of recognition and yet they rarely receive it"* Robin Sharma ("Leadership Wisdom")
- *"No man will make a great leader who wants to do it all himself, or to get all the credit for doing it"* Andrew Carnegie
- *"Everyone wants to succeed"*: Akio Morita ("Made in Japan")
- *"When success comes in after hard work, the leader should give credit of success to the team members. When failure comes, the leader should absorb the criticism and protect the team members"* A P J Abdul Kalam ("Ideas that Have Worked")



MOTIVATE

.....*TRUST AND DELEGATE*

- *“The best executive is the one who has the sense enough to pick good men to do what he wants done and self restraint enough to keep meddling with them when they do it”* Theodore Roosevelt
- *“As we look ahead in the next century, leaders will be those who empower others”* Bill Gates



INSTRUMENTS OF MOTIVATING OTHERS

- Consultative process of decision making
.....”ownership” of decisions
- Willingness to attend to the problems of subordinate officers.
- Protect
- Respect
- Listen
- Objectivity in decision making
- Transparency



INSTRUMENTS OF MOTIVATING OTHERS

- Lead by example
- Educate
- Punctuality and cleanliness
- Empathetic
- Disciplined
- Committed to the tasks



COMMUNICATION



WHAT IS COMMUNICATION?

Conveying thoughts and views through a medium with a view to influencing thoughts, views, perceptions and choices of a target audience.



WHY COMMUNICATE?

- Large Size Organizations
- High Degree of Division of Work
- Advanced Technology
- Cut-throat Competition
- Trade Unionism
- Public Relations
- Personal Asset



COMMUNICATION PROCESS

- Encoding
- Transmission
- Receiving
- Decoding
- Feedback
- Storing
- Retrieving



OBJECTIVES OF COMMUNICATION

- Information
- Advice
- Counselling
- Orders and Instructions
- Education and Training
- Suggestions and Grievances
- Persuade
- Warning or Notice
- Motivation and Morale
- Discipline and Safety



CHANNELS OF COMMUNICATION

- Formal
- Informal



TYPES OF COMMUNICATIONS

- Verbal
- Non-verbal



VERBAL COMMUNICATION

- Oral
- Written
- Listening



NON-VERBAL COMMUNICATION

- Sign Language : Audio Signals (Alarm bells, VIP hooters) ; Visual Signs (Posters, Paintings, Banners, Hoardings)
- Body Language: Head; Face; Eyes; Gestures; Body Posture
- Para Language : Speaking Speed; Pitch Variation; Volume Variation; Pause
- Word Stress



BARRIERS TO COMMUNICATION

- Semantic Barriers
- Physical and Mechanical Barriers
- Organizational Barriers
- Socio-Psychological Barriers



SEMANTIC BARRIERS

- Words with Different Meaning: "Run" has 110 meanings
- Denotation and Connotations: Certain words have both positive and negative connotations depending on the context in which they are used....."cheap"
- Bad Expression: Verbosity; Lack of precision; Poor expression
- Faulty Translation
- Unclarified Assumption



PHYSICAL AND MECHANICAL BARRIERS

- Noise : Distracting elements which break the concentration of the sender or the receiver
- Distance and Time
- Information Overload



ORGANIZATIONAL BARRIERS

- Long chain of command
- Poor lay-out
- Unsuitable medium



SOCIO-PSYCHOLOGICAL BARRIERS

- Attitude and Opinions
- Social and Cultural Practices
- Emotions
- Status Consciousness
- Closed Mind
- Prejudices
- Illiteracy



DEVELOPING A COMMUNICATION STRATEGY

- Identify the objective clearly
- Identify and understand the audience
- Select an appropriate medium



IDENTIFICATION OF THE OBJECTIVE

What is being sought to be achieved through this communication strategy?

- ..Social objective
- ..Political objective
- ..Commercial objective
- ..Economic objective
- ..Disaster management
- ..Managing and irate crowd



TARGET AUDIENCE

- Size
- Spread
- Socio-cultural background
- Historical background
- Language
- Social preferences



IDENTIFY COMMUNICATION TOOLS

- Posters
- Banners
- Pamphlets
- Advertisements
- Plays
- Puppet shows
- Seminars
- Melas
- Speeches
- Radio
- Television
- Cinema slides
- And/Or **Social Media**



EFFECTIVE COMMUNICATION

- Clarity
- Complete
- Concise
- Correct
- Courteous
- Objective



EFFICIENCY

COMMUNICATION SKILLS

- Practice
- Understand the audience and the occasion
- Select an appropriate language
- Select the right medium



EFFICIENCY

COMMUNICATION SKILLS

- LISTEN : *“A good manager needs to listen at least as much as he needs to talk”* Lee Iacoca
- TEACH : *“Great leaders are great teachers.”* Robin Sharma (“Leadership Wisdom”)
“Great leaders are almost always great simplifiers who can act through arguments, debate and doubt to offer solutions everyone can understand” General Colin Powell





*THE ULTIMATE
MOTIVATION*

*“Be the change you wish
to see in the world”*