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**HAMILTON BRADSHAW**  
Investing in people with passion

## Urging staff to volunteer ideas will keep them motivated

**Ask  
James**



James Caan

*Dear James,*  
How do you keep staff motivated?  
*Ian*

A BUSINESS is only ever going to be as good as the people within it, and there is no doubt that fully motivated employees will produce stronger performances.

In my experience, the companies with the happiest employees are the ones who make them feel valued within the team.

Probably the most important job of the people in management positions is to know each of their team members as well as possible. What makes them tick and what are their strengths and weaknesses? Some people need encouragement and support from time to time, and others might be more self-motivated and independent.

Having a culture where people are encouraged to contribute ideas is something I passionately believe in. It will make them feel like they are more than just another cog in the machine, and that you trust and respect their opinions on how the business can move forward.

A good internal communication strategy is also crucial.

Everybody should be aware of developments within the company and you shouldn't be afraid to shout about achievements in the group. Arranging things such as management away-days can be a

great way to share best practice and improve skills.

Finally, provide financial incentives which reward your employees. Linking bonuses to results ensures that they don't rest on their laurels and are always striving to improve.

■ *For the full article and news of James Caan's free app, go to [standard.co.uk/askjames](http://standard.co.uk/askjames). His book, *Start Your Business in 7 Days*, is out now.*