



September 27th – 28th, 2011



Educator: Stephen Lowisz, Founder, The Learning Conference

Session Topic:

The Motivation Myth – the mismatch between how we motivate and how we are motivated.

Session Description:

It's human nature to wonder how we can motivate people to perform better in their jobs. Whether managing recruiters or other managers, we often apply the most recent "how to" principals of employee motivation and engagement. Principals of external motivation often show up in the forms of the classic carrot (bonus if you achieve this goal), or the stick (humiliation or demotion if you don't achieve the goal).

The problem is that motivation is an external, temporary high that pushes an individual forward. Inspiration, on the other hand, is a sustainable internal glow that 'pulls' the individual forward.

Studies show that basic rewards, whether financial or other, can create a boost in activity, but that boost eventually wears off and can actually reduce motivation. Adding a bigger bonus to your recruiter's compensation plan, or even your own, may produce short-term results, but may reduce long-term progress.

In this session, Steve will:

- Point out some of the myth's associated with our traditional beliefs in how to motivate individuals.
- Identify why many of today's external rewards programs end up creating only temporary successes.
- Understand the real drivers within individuals that can be tapped to create real improvements.
- Identify the three vital elements imperative to creating lasting work satisfaction.
- How to begin creating real inspiration within your recruiting organization.