

## Staff Management & motivation

### Communication : Influencing & motivating change

Do you any of these phrases ring true to you.....

- I told you how to do it!
- Why does no one listen?
- What time do you call this?
- Who broke the tractor back window?
- He's just useless!
- I might as well just do it myself!
- That's not my job...!
- I didn't see it!

#### Vision:

- Where do you see the business heading in the next 1, 5 10, 15 years, are you looking to expand and re-invest or is the business now at its limit, working well and a case of attaining ground hog day, and very little change?
- Have you got a vision?
- If you do not have a vision how do you think this will affect people around you?
- Having a clear goal / direction or vision helps to give people a purpose, something to focus on, an end in sight. Even the worse jobs suddenly don't seem so bad when you can see you are making progress
- Having a vision helps to keep you focused. Helps making decisions easier, does this new tractor/parlour/cubicles help get me closer to my end goal?

#### Communication:

- How do you communicate this vision to your team, whether this be the husband, wife, kids your father or to a team of staff?
- Do you keep this to yourself, it's no one's business but mine. If I tell them they might challenge me?
- Do people around you have to be mind readers to know what is going on in your head or do you sit down each day, week, and month to discuss and agree the work ahead?
- Meetings can be hugely effective in building teams and in getting people bought in and motivated, but think about how is the best way to run these and where and how often to work in best for you and your business:
  - Monday mornings over bacon rolls & coffee after the morning milking is completed
  - Friday evenings with a beer before everyone goes home (beware drink driving!)
  - Just in the passing working alongside each of your team individually and having a casual chat

- White boards are one of the cheapest most effective methods of communication if used properly:
  - Targets
  - Key performance Indicators
  - To do lists
  - Shopping lists
  - Protocols
  - Reminders

**Collaboration:**

- **Collaboration** is a working practice whereby individuals work together to a common purpose to achieve business benefit.  
Sometimes you may have to admit you cannot do it alone or that you are not the best person to do something.  
Do you have to be the one who handles everything or could someone else do it better?

- **Roles & responsibilities**

- If you do employ staff or bring in a contractor or adviser make sure that you have clear **job descriptions**
- So that people know what it is that is expected of them, when it is to be completed by and to what standard
- **Do not assume** that the person you have just spoken to has understood the instruction. Ask them to repeat back to you what was requested.
- When speaking to others stop what you are doing, give them your full attention. **Speak calmly**. Farmers are notorious for thinking of 101 things and firing off instructions like they are in an Arnold Schwarzenegger movie then moving on, leaving the poor member of staff thinking they have just been terminated!
- **Training** – just because you were born milking cows and have an inbuilt instinct into how and why things are done, trust me this is not normal. Assume the no nothing and start right from the beginning. Show them exactly how you want things done. Have a written protocol sheet for every task, milking, washing the parlour, feeding calves, scrapping cubicles, refuelling & checking oil on machinery. Once you have shown them you shadow them until they have comfortably got the hang of the task. Then come back and shadow and review again. This will take longer than you expect – make time



**Employers of choice have mission statements and embrace key values:**

“To build an Empowered, happy team who feel enabled to take on more responsibility. A team who all know their roles and duties and feel who feel valued, respected and trusted”

“To be a successful, profitable business. Driving efficiencies through a happy, safe working environment where people feel valued, respected and part of a team who all pull together, helping each other enabling a quality of life were work: life balance is achievable.”

“To be the employer of choice, with long term retention of top quality staff. An empowered team happy to work together to improve the business and to take ownership & pride in their work”

**The following words would be frequently used by staff/family when describing their work place and employer:**

Team	Trust	Respect	Valued	Pride	Recognition
Praise	Fun	Fair			