

Your Helper to Small Business

Difference between praise and encouragement

Dear Ed:
I run a small service business here in Thunder Bay and unfortunately, to be competitive, I cannot pay very high wages. I must rely on other means of motivating my staff. I do try to praise them when they do a good job but it does not seem to be enough. Is there anything you can suggest?
R.R. in Thunder Bay

Dear R.R.:
I believe you're on the right track, but maybe it is necessary to more than praise; you may need to develop a program that will encourage them to do better and to become proud of their efforts. Without knowing your specific needs, I cannot offer specific advice. However, the following, borrowed from "Sellick Associates" literature, will give you an idea of the differences between praise and encouragement and should give you an idea where to start.

5. can be viewed as insincere.
- ENCOURAGEMENT**
1. can be given anytime;
 2. democratic;
 3. emphasizes the "doer";
 4. stresses the process;
 5. always seems genuine.

Encouragement should be given regularly in bad times and good. It's tough I know, but I believe it's worth the effort.

This of course is only possible after a long, slow process of replacing existing staff with employees who respond to being stroked as much if not more than higher wages.

If you wish me to be of more specific help, write me again or call me and I will give you the best advice I can. Good Luck.

If you have any questions you want to address to Mr. Ed Rynnanen, you may contact him at:

807 Victoria Ave., E.
P.O. Box 878
Station "F"
Thunder Bay, Ontario
P7C 4X7
or call collect (807) 623-2745

- PRAISE**
1. Given only when there's success;
 2. autocratic;
 3. emphasizes the "deed";
 4. stresses the final product;

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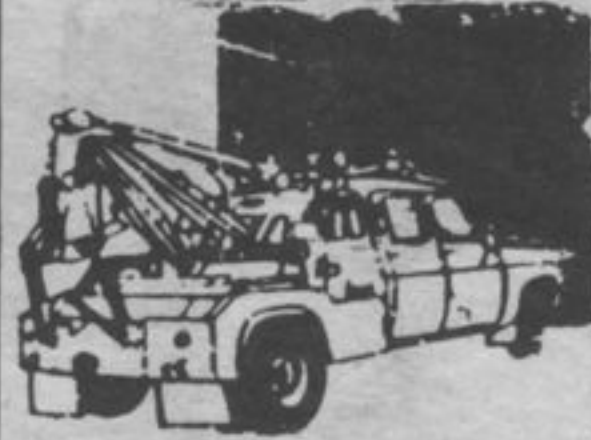
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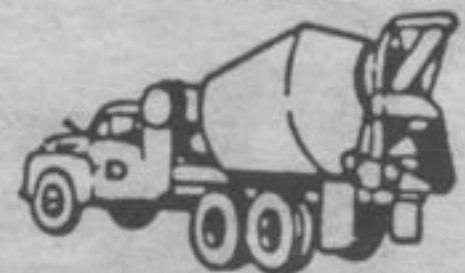
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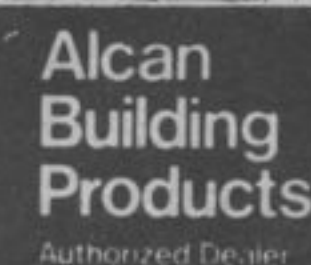
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