



**Donald Cooper, MBA**  
*Certified Speaking Professional*

**Donald Cooper** is respected by clients in over 40 industries as both a “thought leader” and a passionate visionary in the areas of marketing, service and business excellence. Drawing from his real life experience as a world-class manufacturer, award-winning retailer and business speaker, he has helped thousands of businesses throughout the world to add more real value to their customers’ lives...and more dollars to their bottom lines.

To subscribe to Donald’s thought-provoking, idea-generating, FREE monthly electronic Newsletter, email us at [newsletter@donaldcooper.com](mailto:newsletter@donaldcooper.com).

His website, [www.donaldcooper.com](http://www.donaldcooper.com) also offers free articles and business tools.

## **How do we get our employees to be more committed to our company?**

I get asked this one a lot by leaders of both large and small companies...so it may be of interest to you too.

The short answer is that we can’t get people to be committed to a company. Technically, a company is a Corporate Seal and a document called Articles of Incorporation, neither of which you could find right now, if you had to.

Really good staff, the ones who will create value and move your business forward, will only be excited about and committed to two things...

- 1) Where you’re going (your Vision)...and,
- 2) What you stand for (your Values and Standards).

Sadly, many businesses do a lousy job of communicating these two things...or, what they preach and what they actually do are so disconnected that their staff just roll their eyes. The good people leave and the mediocre ones stay around and take, “I don’t give a damn pills”!

So, the real questions are...

- 1) Do you know where your business is going? Is it a dream or a real commitment with a clear Plan, consistent action and real accountability?
- 2) Do you effectively and continuously communicate your Vision, your Plan and your Values & Standards?.
- 3) Are your actions congruent with your words?

The next step to getting your employees to be more committed is to ask yourself if your definition of “committed” is reasonable. If you work sixteen hours a day, six days a week, in attempt to hide from the rest of your life, you may have a problem getting good, sane people to embrace your definition of “commitment”.

Then, there’s the reality that some people are simply “Duds”. The lights are out on the front porch of life and they’re not going to commit to anything that looks like work. Can some of them be “rescued”? Perhaps, but do you have the time and resources?

Do you have a disciplined approach to hiring, developing and keeping good people? Our article on “The 8 Essential Steps to Finding & Keeping the Best Staff!” available free on our

## How do we get our employees to be more committed?...cont'd

website at [www.donaldcooper.com/freearticles.com](http://www.donaldcooper.com/freearticles.com) can be helpful here. (I also speak on this important subject along with "Creating a Winning Culture!")

Three of the most important requirements for nurturing a higher level of commitment in your business are...

- A) Pride,
- B) Confidence...and,
- C) The ability to make a difference.

### **A) Pride:**

Ask yourself...

1. Do our people know where we're going and what we stand for...and are they proud of that?
2. Do we communicate our company's history, the struggles we've overcome, awards we've won and people we've helped along the way? Americans are more patriotic than Canadians because they do a much better job of teaching their history. There's a lesson here for businesses, very few of whom teach their history and traditions. Disney is one of the few companies that "gets it". Part of every new employee's orientation, whatever their job, is a course called "Disney Traditions".

To create pride, teach your history, share your Vision and teach and live by your Values!

### **B) Confidence:**

To be committed, employees must have confidence in the company and in themselves.

Ask yourself this question, "Are our people confident..."

- that our company will be a profitable market leader,
- that there are opportunities for them to grow...and,
- that our company is an emotionally and financially healthy place to be?

### **C) The Ability to Make a Difference:**

The #1 reason that people stop trying (ie. stop being committed) is that they feel they don't make a difference.

So, ask yourself these four questions...

- 1) Have we made it clear to people what action they should take?
- 2) Do they have the knowledge, skills, resources and time to take the action you require?
- 3) Are they empowered to take action? Are they accountable for their actions?
- 4) Are they regularly thanked and rewarded for making a difference?

Only a capable committed team can help you create value, "own" customers and make money in today's fiercely competitive world. How can you use these powerful insights in your business?

For more information on how Donald Cooper can help you create commitment and clarity of purpose in your business. visit our website at [www.donaldcooper.com](http://www.donaldcooper.com) or email us at