



# How to Create a Winning Culture of Engagement The Pay Paradox & Ways to Inspire Team Members



## The Pay Paradox

Yes, we all need and love money. But for consistent peak performance, money can't be the sole driving force. You've probably noticed that simply throwing more money and bonuses at people can be a short-term motivator, but not a long-term driver of performance or results. In other words, increased pay is not completely correlated with increased performance.

You probably also noticed that there are certain people in your organization that will never, ever stop striving to be the best they can be, regardless

of whether they see a bonus check or not. They simply want to be great for the sake of being great.

How do we light that kind of fire inside of our team members? I think the Olympians and amateur athletes of the world can offer us a few insights.

## Here are **THREE** important ways we can **INSPIRE** our team members:

### 1. Work With Their "WHY"

As leaders, we have to tap into our team members' "WHY." That's the most powerful and consistent driver of people's action. What inspires each member of your team to come to work and be great every day?

You'll have as many answers as you have people. You might hear, "I need to send my daughter to a great school," others may say, "I'd love to move into leadership someday." For some it might be, "I genuinely care about our customers" or "I just want you to be proud of me and recognize my contributions."

Even if people answer with something related to money, it's rarely, if ever, for money's sake - it's always to buy or do something that's important to them or someone they love. In other words, they need the money to get their WHY.

The more you know about your team members' why, the more creative and powerful your incentive plans can be. Help people get closer to their why through their work, and you'll have a fully engaged employee.



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