

The Motivated Workforce Vol.3 No.4

INSIDE FEBRIZ®



ENTHUSIASM "KNEADED" cont'd...

- A** Our business is here to serve our life. We are not here to serve our business. In a world where everyone is working to get ahead, life is often forgotten along the way. There's something uplifting about an approach to business that gives you permission to give, to share, to serve and to help people for all the right reasons.
- Q** How do you use training programs to motivate your bakery owners?
- A** We motivate bakery owners by helping them bond with experienced peers in the field. We also provide a network of support through the home office with a staff of experts. We demonstrate proven systems for running a small business, and we teach them how to share their spirit to make connections with customers in their community. This is an essential ingredient in making the Great Harvest world go 'round.
- Q** Finally, what advice do you have for small business owners who may be struggling with an unmotivated workforce?
- A** Be loose and have fun! Do things that make your work environment a special place to work. Involve everyone in the operation. Hire people with your core values in mind and let them be 100% themselves. Tap their potential and appreciate the different perspective they bring to your business. Celebrate what they do right and become a guiding influence to help them develop personally when they make mistakes. Help them grow by supporting them as they reach out for the things that will make them happy in their personal lives. Help them lead happy, full and fun lives and it will come back to you and your business in droves.

For more information about Great Harvest Bread Co., check out their Web site at www.greatharvest.com. Better yet, just stop by your local Great Harvest store a for a huge, free slice of fresh, wholegrain bread!

expert spotlight:

MOTIVATION BY BRAIN COLOR

Most businesses struggle with how to build a motivated workforce. One effective strategy for employers is to simply find out the color of their employees' brains!

What Color Is Your Brain?® was developed by award-winning author, creativity expert and motivational educator Sheila Glazov. It's designed to help individuals understand themselves and how the people around them are similar (or different). In work situations, you can use the brain color theory to better motivate your employees and avoid stressful situations.

The first step is to determine your own brain color. Simply consider the four color groups that follow and rank them from 1 to 4, with 4=Most like you, 3=Not as much like you, 2=Even less like you, 1=Least like you. It's normal to be a combination of colors, but one color should emerge as your dominant color.

yellow

Dependable
Organized
Punctual
Detailed
Responsible

blue

Helpful
Creative
Harmonious
Communicative
Flexible

green

Logical
Independent
Curious
Knowledgeable
Inventive

orange

Courageous
Unstructured
Negotiator
Competitive
Adventurous

Now that you know your brain color, what does it mean? Here are more detailed descriptions for each brain color.

What Color is



Your Brain?®

**yellow brain people**

Values: Traditions, stability, loyalty

Attitude: Strong sense of right and wrong

Workplace: Prepared, committed, organized

Extreme stress factor: Dealing with disorganization

Motivators: Goals, appreciation, completion of projects, structure, rewards

Demotivators: No feedback, chaos, last-minute projects, no time schedule

**blue brain people**

Values: Integrity, empathy, understanding

Attitude: Enthusiastic, creative

Workplace: Motivational, inspiring, interactive

Extreme stress factor: Lack of cooperation

Motivators: Teamwork, fairness, harmony, having people listen, appreciation

Demotivators: Working alone, lack of creativity, conflict, inflexibility

**green brain people**

Values: Innovation, competency, fairness

Attitude: Private, technical

Workplace: Independent, thinks work is play

Extreme stress factor: Coping with incompetence

Motivators: More responsibility, proven results, working alone, problem solving

Demotivators: Constant supervision, no focus, repetition, criticism

**orange brain people**

Values: Risk, resourcefulness, eagerness

Attitude: Enthusiastic, fun-loving

Workplace: Entrepreneurial, unstructured

Extreme stress factor: Someone else's rules or direction

Motivators: Freedom, rewards, new challenges, taking risks, adventure

Demotivators: A lot of rules, boredom, long projects, no choices

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INSIDE BIZ[®]

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MOTIVATION cont'd...

You can use this information to motivate your employees by telling them you want to understand their needs better and learn what makes them happy. Give them an opportunity to take the brain color quiz and discuss each other's colors. You may find that how you view someone is vastly different than how they view themselves. You also may be surprised to learn how they see you!

real-life example

Susan is a Yellow Brain owner of a franchised sign company. She is extremely organized and has a detailed scheduling system for each job. Brad is her Orange Brain employee who enjoys the variety of jobs he works on, but finds it difficult to work within Susan's rules. He never puts supplies back in the correct places and often starts one job without finishing another. From Susan's perspective, she is responsible and reliable, and Brad is illogical and irresponsible.

Susan can motivate Brad and resolve their conflicts by giving him his own supplies, workspace and jobs he can finish quickly. She can also give him new challenges and acknowledge or reward him immediately for a job well done.

For more information about What Color Is Your Brain? books and programs, visit www.braincolor.com.

check it out: TERRIFIC TOOLS FOR BUSINESS

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