

EMPOWERMENT = PERFORMANCE

HOW TO GROW
YOUR BUSINESS FROM
THE INSIDE OUT



SARAH YOUNG

When the phones aren't ringing, when markets are drying up, or when you're just trying to stay afloat — empowerment is probably the last thing on your mind. But when you empower your employees with clear goals and the opportunities to grow and iterate, they will rise up and sales will come naturally.



Are you ready to drive productivity by empowering your team with permission to own their role?

AN ENGAGED TEAM IS A POWERFUL TEAM

Leaders, managers, and employees are all learning to adapt and effectively handle unexpected changes — especially as the pandemic continues.

Management has traditionally operated with a “top down” leadership approach. Managers develop the strategy, define the path forward, assign roles and responsibilities, and direct their employees to “do the work.” In a world of rapid change and immediate gratification, top down leadership doesn’t work.

Your business needs an empowered team to reach its full potential. Engaged employees make a direct impact, because they give their best work. More importantly, they help you innovate, solve problems and grow your brand in ways you could never do on your own.

That’s why employee empowerment is awesome!

Empowerment = Performance is based on a core belief: **when you empower your employees with clear goals and the opportunity to grow, they will rise up and your business will grow naturally.** In this guide, I demonstrate the importance of building your brand from the inside out and how to get started.

Every organization is driven by its employees. That means it’s important to motivate all of your employees and elevate them to higher levels of performance. Empowerment aims to provide your employees the opportunity to flourish by giving them independence so that they can fully invest in their roles.

Empowerment = Performance is about motivating your team to make them more powerful while enabling them to get even more quality out of their activities. This will improve overall productivity and increase mutual trust, engagement, and loyalty. It's all about giving your team the culture and opportunities to shine.

As you read this guide keep this thought in mind:



Empowerment
creates purpose, and
purpose makes it
personal.

PERFORMANCE STARTS WITH PEOPLE

Like many managers, you may assume that motivating employees means doing things for them: annual bonuses; shuffleboard and free food in the break room; massages and yoga; and all the other stuff companies try to do to “reward their people.”

It might surprise you to learn that research shows extrinsic rewards can backfire. They may create a short-term burst of productivity, but those rewards can contain the seed for demotivation. Why? Rewards can become entitlements.

Privileged employees can be very problematic, especially when you face a change in your business. We’ve all experienced changes from the Covid-19 pandemic. This has led to sharp declines in revenue, layoffs, and uncertainty. A decline in revenue might mean bonuses are smaller, vacation days are dwindling, and the rewards are declining. This can be devastating for some. A loss of a reward not only makes some employees feel demotivated, it can actually make them feel less satisfied with their jobs.

Frederick Herzberg, the father of modern motivation research, demonstrated that while the absence of good working conditions and an appropriate salary contributed to job dissatisfaction, increasing benefits and salaries didn’t necessarily increase job satisfaction. In other words, rewards definitely demotivate when absent, but don’t necessarily motivate when present.

This leads to the question: **What motivates people to work harder and perform at their very best?** According to Herzberg, there are six real motivators that need to be present to increase an individual's performance on the job:

» *ACHIEVEMENT*

» *RECOGNITION*

» *MEANINGFUL WORK*

» *RESPONSIBILITY*

» *ADVANCEMENT*

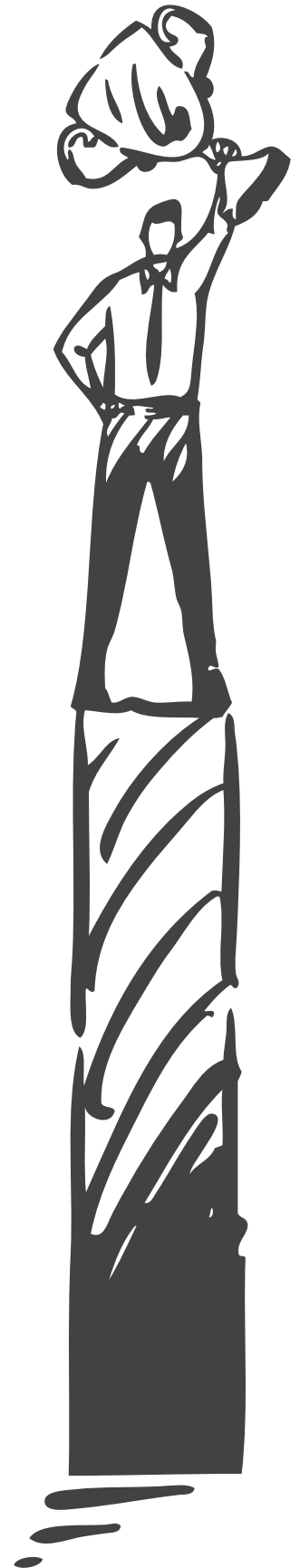
» *GROWTH*

Dan Pink builds on Herzberg's research in his book, *Drive*. Pink writes, "Human beings have an innate inner drive to be autonomous, self-determined, and connected to one another. And when that drive is liberated, people achieve more and live richer lives." He sums up what every employee needs to thrive is autonomy, mastery, and purpose.

What this illustrates is true performance is not driven by external rewards and benefits, it's created in your company's culture and approach to work. No matter what type of work your employees do, you can create a more stable and motivating work environment.

Empowerment is within your power, and simple changes can create exponential returns.

What motivates
people to work
harder and perform
at their very best?



4 STEPS TO IMPLEMENT EMPOWERMENT

Empowerment is different from delegating. Empowering is all about providing your team with the information and responsibility they need when they need it. It should always be a top priority for your team to have a full understanding of your business so they can be successful at their jobs.

Creating a culture of empowerment isn't simply a big idea, it's a process. There are four steps to empower your team to perform (and thrive).

1. Host Weekly Huddles

Everyone hates meetings — at least the unstructured kind that are a time suck and nothing gets done. But at the core of effective empowerment is communication. This means having more meetings, more often. But it also means having better meetings!



Scheduling huddles — on the same day at the same time each week — empowers managers and employees. This is focused time to review projects, discuss issues, and for the team to hold each other accountable. These aren't meetings for managers to grandstand, hold court, or story time. It's a purposeful time to keep everyone up to date and connected with each other.

Louis Trahan, founder of Last Minute Training said, “Weekly huddles have been transformative for my team. They focus us, because everyone clearly understands our goals. The huddles get everyone involved and accountable to results.”

The results have been tangible. Louis said, “We have seen higher team engagement and energy towards the future of the business.”



2. Recognize Contributions, Collaborations, and Successes

Employees need to feel included in your company before they can feel invested.

It's not complicated. Recognize employees or teams for a job well done whenever possible. Use your leadership platform as much as you can to highlight the good things going on in your company, and to create opportunities for excitement, collaborations, and future successes.

A common example of recognizing hard work is allowing employees to leave an hour or two early before a long weekend or giving them a free day of vacation as capacity permits. These small gestures are often unexpected and highly appreciated because employees who love their jobs do not look towards days off, they are fully invested in the day-to-day. Recognition that is thoughtful goes a long way.

3. Help Your Employees Share Your Brand Story

Cascadia Motivation creates some of the most remarkable corporate experiences you could ever imagine: concerts below the pyramids of Egypt; racing luxury cars in Monaco; and taking people to exotic places around the world. But what truly sets Cascadia apart is their approach to business.

Cascadia Motivation is the category leader for sustainable events and travel. The company believes that businesses who adopt sustainability is not just good for the planet, it creates a competitive advantage.

It's amazing to engage with Cascadia's team when they talk

about why sustainability is core to their business and brand. The enthusiasm flows from each team member as they discuss the impact they're making, and how they want to take this approach to business so much further. The entire team believes wholeheartedly in the importance of sustainability and they defend it like a mama bear to her cubs.

Randy Thorsteinson, CEO of Cascadia Motivation said, "Sustainability is baked into our business and in everything we do. We're at a stage now where we won't deliver our services without it. We believe in it that thoroughly."



When your team believes in your company's purpose they will be excited to share your story with their friends, family, and whoever else they meet. This is the absolute best marketing you can ever ask for: employees on the front lines marketing for your company because they want to!

Help your team connect with your company's purpose. Help them feel good about what they've chosen to spend their days doing.

4. Set the Right Tone with Each New Employee

Educate your employees from the first step of their first day and then never stop — and I mean never!

Even the highest leadership of your company needs consistent education and team building to wholly understand your messaging and to wholly believe in it.

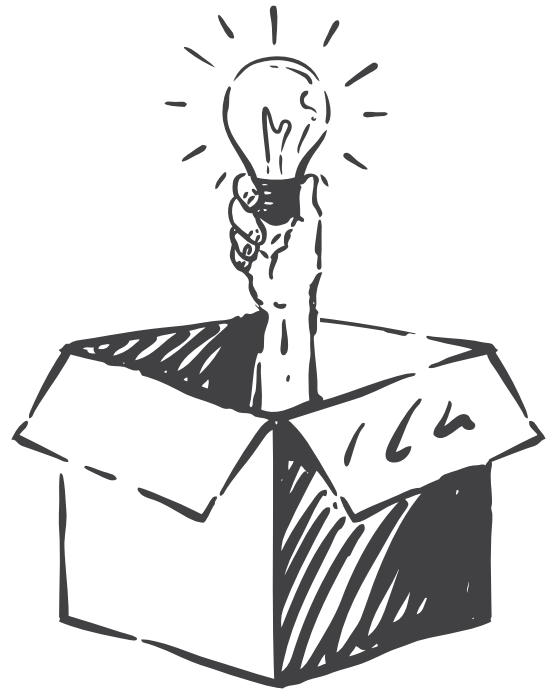
When I joined Sticky Branding the tone and expectations were set before I even started.

Jeremy Miller, founder of Sticky Branding, was transparent that he was looking for the “right person,” someone he could grow with. Our first meeting was casual and largely based around my background and why I wanted the position. What made Sticky Branding's hiring process unique was the ample time I was given to review the literature, website, and the opportunity, and to ask questions before making my decision to join the company. Jeremy wanted me to choose Sticky Branding as much as I wanted him to select me for the role.

The Sticky Branding onboarding process was an investment in me, as a person. I took a variety of psychometric and emotional intelligence assessments, and Jeremy and I reviewed the results together. I was taught the values of the company and how they relate to the strategy, our customers, and what we were working to achieve. It was clear at every step that he was looking for someone to grow with.

Jeremy empowered me to embrace the role, bring my voice to Sticky Branding, and build a relationship anchored on trust and purpose. He sets his ego aside to let me shine. And to me, that's rare and inspiring.

Build your
brand from
the inside
out.

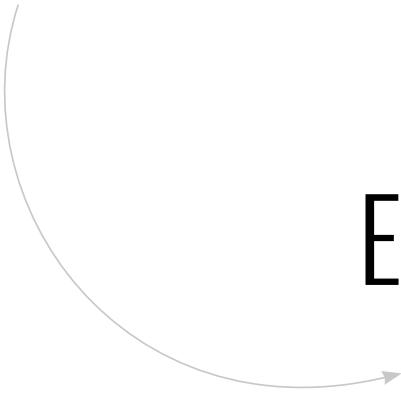


LESS TALK, MORE DO

Real motivation comes from the work itself, not the rewards given for doing the work. When you are making a change intended to motivate your team ask yourself three questions:

YES	NO	
		WILL THIS REWARD CONTRIBUTE TO MY EMPLOYEE'S SENSE OF ACHIEVEMENT OR RECOGNITION?
		WILL THE REWARD ENABLE HIM OR HER TO GROW AND BE PREPARED TO TAKE ON MORE RESPONSIBILITY?
		DOES THE REWARD OR RECOGNITION MAKE THE WORK MORE MEANINGFUL TO THE PERSON?

If you can't answer "yes" to one of these questions, pump the brakes. A reward may make a person feel recognized for a job well done, but it probably won't provide the long term motivation or benefits that you're hoping to achieve.



Every goal starts
with "Go!"

ACCOUNTABILITY = RESULTS

If team members will not pick-up the phone, or will not pack boxes because it's "not their job," are they truly the people your company needs to grow and flourish? Remember, if you lean in, your team will lean in.

Jennifer Scates, vice president of Central Smith said, "Our employees' have really stepped up and into whatever role is needed during the pandemic."



Central Smith, one of Canada's largest ice cream manufacturers, has empowerment baked right into their culture. The leadership team has seen countless examples throughout the pandemic of how they have an incredibly strong and committed group of people. The whole team has a purpose: They really want to deliver happiness to customers every single day.

In April 2020, as the pandemic was ramping up, the Central Smith truck drivers were not busy with deliveries, but they still wanted to work and contribute. Management provided them the opportunity to work on the production line to help pack boxes. The drivers not only jumped at the opportunity, they received valuable on-the-job experience. They got to learn a whole new side of the business and what a quality box looked like and why the boxes were packed in a certain way.

"It's been a full circle moment for the management team and drivers," said Jenn. "It was a true bonding experience that only the pandemic could have provided."

PEOPLE ARE NATURAL PROBLEM-SOLVERS

People are natural problem-solvers. You and I like to figure things out and to determine the best way things are done — especially when we are the ones doing the work.

When you give people the opportunity to express their opinions and provide input about the work process, you create buy-in and ownership. When people feel ownership for their work, they are more likely to own the problems that occur and take on the task of finding solutions more enthusiastically.

Fruitland Manufacturing is a great example of this. It is a global leader in manufacturing mobile vacuum pumps. Their pumps are known for enduring the coldest days of winter and the hottest days of summer. Some of their pumps have been in operation in the field for twenty years and are still pumping!

Innovation is one of Fruitland's core differentiators. Over the past few years, the team has developed new designs and better systems to cool off their pumps. A better cooling system leads to higher efficiency, longer life for the pump and its components, and less oil consumption. Fruitland focuses on continuous innovation, improving and creating new products, and looking for new ways to support its customers.

Fruitland's innovative spirit skyrocketed when they embraced [*Brand New Name*](#), Sticky Branding's step-by-step process to creating an unforgettable brand name. Chris White, CEO of Fruitland Manufacturing explained, "Brand New Name was ideal for our company, because we could involve every employee in the naming process. Everyone had an opportunity to contribute

and participate in the creation of a new brand.”

By providing the opportunity for the team to share their voice, the entire company felt ownership of their new project.

A big part of what makes Brand New Name effective is how the process engages and rewards participation. Too often people are asked to participate in projects, but it just comes across as “more work.”

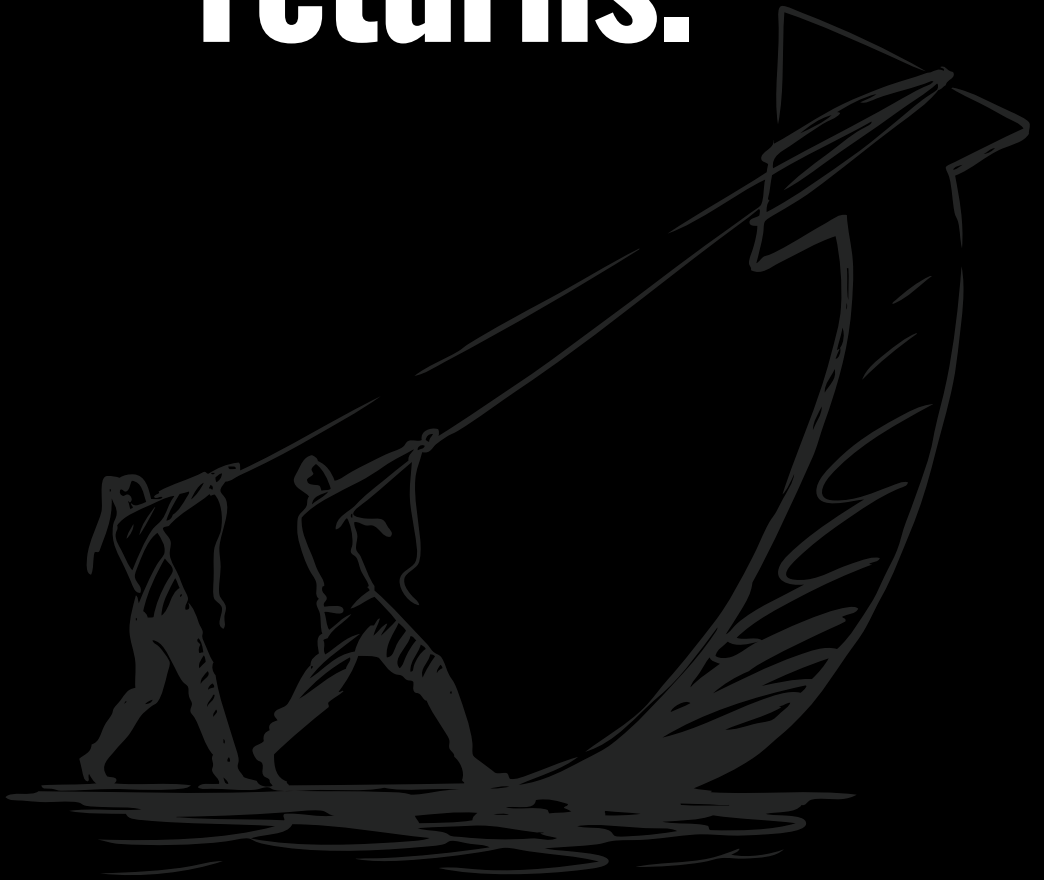
To elevate the project and make it more special Sticky Branding gamified participation and told the team, “Participation Will Be Rewarded!”



Every employee who participated in the naming sprint received prizes for daily participation, and a grand prize if one of their naming ideas made it to the final shortlist. For instance, if an employee contributed twenty-five names in five days they receive a \$25 gift card to Tim Hortons (their favorite coffee shop); if one of their submissions made the shortlist of the “Top 10 Names” they’d get a free vacation day. Who doesn’t want a gift card and a free day off work for a company-wide project?!

The importance of empowering your team with meaningful input is key to what truly matters in your business. Think, how can I invest in my employees skills to move my business forward? Once this is understood, people must then be given free reign to determine how they are going to achieve it. Recognizing your team members’ natural drive is an integral part of empowerment and a critical first step to motivating your people to do their best.

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CHOOSE WHERE TO GROW

How do you consistently get your people to invest their time, talent, and attention on the right things? In the face of so many demands and urgent needs which are crying out for its resources, figuring out the priorities can feel paralyzing.

Defining a clear path forward requires three things:

- Set goals and create your plan for the coming year;
- Conduct quarterly planning to monitor progress, gain clarity, and define an action plan for the upcoming quarter's priorities; and
- Track weekly execution to ensure accountability and the team is always moving forward.

Setting Long and Short Term Goals Is Essential

Create your quarterly action plan. Why quarterly? First, it's long enough that you can get meaningful units of work done that collectively brings your team closer to its long-term goals. Second, it is short enough so that everyone can frequently adjust, correct and hold focus.

Taking all of this into consideration, can you answer these questions:

1. What are your revenue goals for the next 3 years?
2. What is your strategy to reach these goals?

3. What are your priorities or key deliverables and milestones — quarter by quarter — to execute on your strategy?

Mapping your priorities and breaking them into bite sized chunks empowers your team to actually execute. **If you cannot execute on your goals, then they are just dreams.**

**STEP
2**

**CREATE A QUARTERLY
ACTION PLAN!**

Recognize Your Team Through Responsibility and Advancement

Creating space and time to let your team own their achievements is necessary. When people are publicly recognized for a job well done, they experience a sense of achievement all over again. This makes them more eager to tackle the next problem even more skillfully.

Appropriate recognition for good performance can and should include awarding more responsibility and advancement within

the company. Using responsibility and advancement as a method of recognition is good for the employee, the manager, and the whole organization.

For example, at Sticky Branding we empower our marketing vendors — graphic designers, creatives, and agencies — by giving them the opportunity to express themselves and their creativity with small design projects for social media graphics, brand assets, or short videos. As we build the relationship they are given more responsibility with bigger projects with even greater creative autonomy. This has proven effective, because both parties' expectations are aligned as we learn and grow together. It also allows us to develop new vendors as true partners who are helping us build and improve our brand.

Showing appreciation for both employees and partners is especially important.



**SHOW APPRECIATION AND
RECOGNIZE EFFORTS TO
MAINTAIN MOTIVATION.**

If people feel more appreciation from their boss they will stay longer at the company. The lesson: more is better.

Great leaders have to successfully focus on and cultivate both appreciation and recognition. And all of us benefit from understanding this distinction in business (and in life). Recognition is appropriate and necessary when it's earned and deserved. Appreciation, however, is important all the time.

By investing in the career potential of your employees and giving them the tools to make them more knowledgeable in their field, you are encouraging ongoing loyalty. Employees will feel empowered to rise up in your company and are more likely to be motivated to succeed.



TRUST: TAKE TIME TO GET TO KNOW YOUR PEOPLE

Like many managers, you may assume that motivating employees means doing things for them.

Effective managers take the time to get to know their people. This area can be a pitfall for some leaders who have the tendency to focus on the task and not the person. When you make people feel like you care more about the work than you do about them, you make them feel insignificant. Conversely, when an employee feels that his or her manager is as concerned about their well being on the job as they are about the job itself, they are more likely to feel the sense of trust that is critical among high performing teams and organizations.

In addition to creating this vital sense of trust, taking the time to get to know your people will provide invaluable insight into what

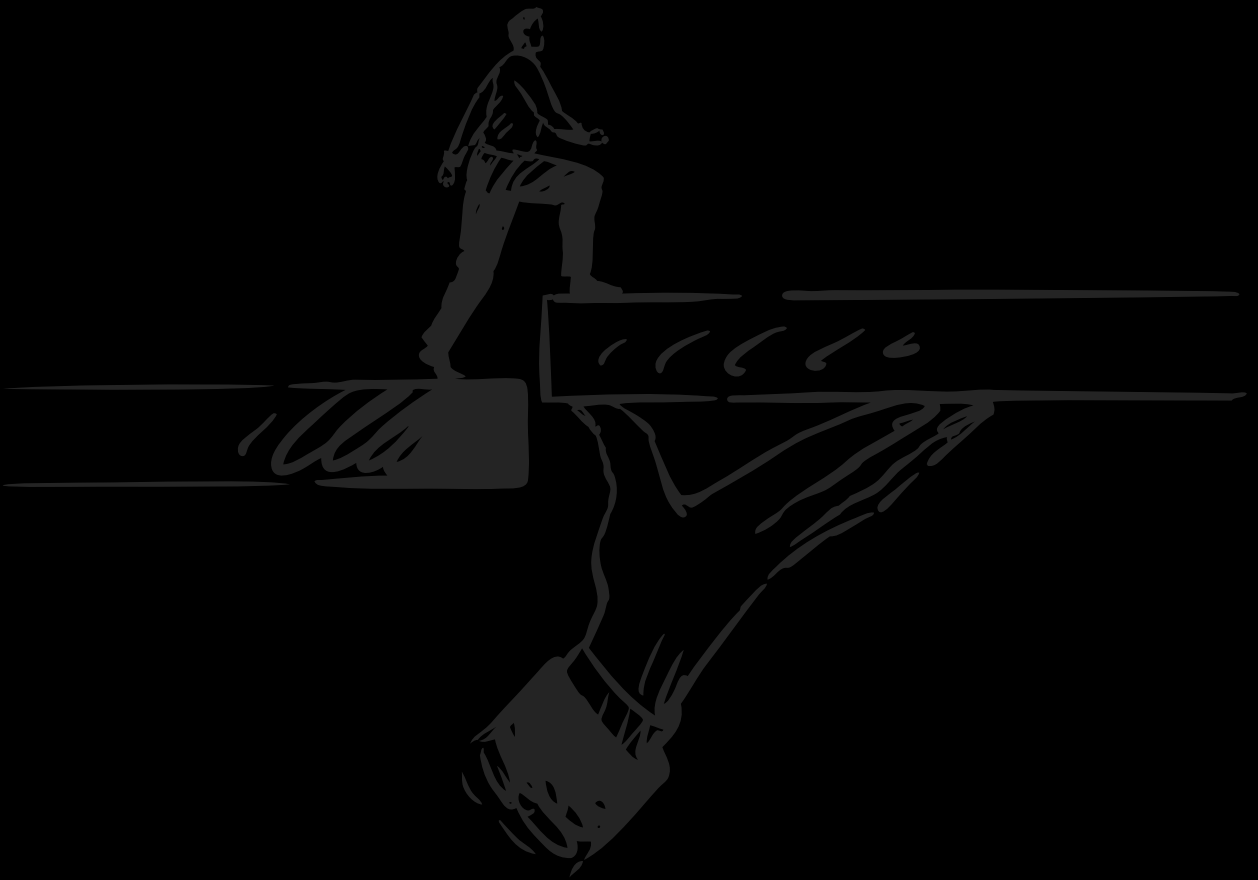


*CREATE TIME FOR
GENUINE CONNECTION
AND CHECK-IN WITH
YOUR TEAM MEMBERS*

motivates them. Different people are motivated by different things. While one person might be stoked to receive the title “vice president,” another might feel more achievement if they get to actually produce the desired product once it’s determined how it will be done.

When you create time for regular positive interactions between management and employees, you contribute to the sense of trust between you and your people. This is critical to high performing teams and organizations.

To truly motivate your people to perform at their best, create an environment that provides achievement, recognition, meaningful work, advancement, and growth. You need to build your brand from the inside out!



NEED HELP EMPOWERING YOUR TEAM?

Your business needs an empowered team to reach its full potential. Engaged employees make a direct impact, because they give their best work. More importantly, they help you innovate, solve problems and grow your brand in ways you could never do on your own.

That's why Sticky Branding believes employee empowerment is awesome! Let's empower your team to take your brand to a whole new level!



MEET THE AUTHOR

Sarah Young is a brand strategist at Sticky Branding. She helps companies of all sizes grow Sticky Brands. Sarah leads clients with practical experience and know-how. She is a serial entrepreneur, has advised many recognized brands over the past 12 years, and grew one of the largest women empowerment communities, BeBelle, on Instagram. Sarah shares her expertise as a writer, consultant, and community leader.





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