

1 Experience EXPO With Us!

- Innovation Stage - *Exhibit Hall – The Bridge (Booth P14051)*
Our Innovation Stage sessions feature free, promotional content for all attendees.

- OptiCon General Session: A Conversation with Scott Shapiro, Presented by United Opticians Associations (UOA) - *Thursday, Sept 19 - The Bridge (Booth P14051)*
Join us for a conversation with Scott Shapiro, CEO at Europa Eyewear/STATE Optical Co./AO Eyewear and the Chairman of TVC Board.

- Patient Choice Awards - *Friday, Sept 20 - Exhibit Hall – The Bridge (Booth P14051)*

- Exhibit Hall Hours
 - Thursday, Sept. 19 9:30am – 6:00pm
 - Friday, Sept. 20 9:30am – 6:00pm
 - Saturday, Sept. 21 9:30am – 3:00pm

2 From Good to Great:

A Guide to Motivating Your Team for Exceptional Performance.

3 A Guide to Motivating your team for Exceptional Performance

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4 Introduction

Why Motivation Matters

- ❖ Enhances Productivity and engagement.
- ❖ Reduces turnover and fosters loyalty
- ❖ Drives innovation and creativity

Objective of this lecture.

- ❖ To provide actionable strategies for motivating your team to achieve exceptional performance.
- ❖

5 Understanding Team Motivation

Intrinsic VS Extrinsic motivation.

- ❖ Intrinsic: Driven by internal rewards (passion, Purpose)
- ❖ Extrinsic: Driven by external rewards (money, recognition)
- ❖

Maslow's Hierarchy of needs

- ❖ Understanding where your team members fall within the hierarchy can guide your motivational strategies.

6 Maslow's Hierarchy of needs

7 Key Motivational strategies

- ❖ Set clear goals and expectations
- ❖ SMART goals.
 - Specific, Measurable, Achievable, Relevant and time-bound.

- ❖ Foster a positive work environment
- ❖ Encourage collaboration and communication.
- ❖ Promote a culture of respect and inclusivity.
- ❖

8 Empower your team

- ❖ Delegation of responsibilities
- ❖ Trust your team with important tasks
- ❖ Encourage ownership and accountability
- ❖ Encourage autonomy
- ❖ Allow team members to make decisions related to their work
- ❖ Support creative problem solving

9 Recognition and rewards

- ❖ Celebrate achievements
- ❖ Recognize both individual and team accomplishments
- ❖ Use both formal and informal recognition methods
- ❖ Implement a reward system
- ❖ Offer incentives (bonuses, Extra vacation days)
- ❖ Tailor rewards to individual preferences

10 Provide opportunities for growth

- ❖ Invest in professional development
- ❖ Offer training programs, workshops and seminars
- ❖ Create career advancement pathways
- ❖ Help employees envision their future within the organization
- ❖ Provide mentorship opportunities
- ❖

11 Promote work-life balance

- ❖ Encourage flexibility
- ❖ Consider remote work options or flexible hours
- ❖ Support mental and physical well being
- ❖ Promote wellness and initiatives
- ❖ Encourage regular breaks and time off

12 Communicate effectively

- Regular check-ins
- Schedule one-on-one meetings to discuss progress and concerns
- Open feedback culture

- Encourage team members to provide feedback and suggestions
- Act on feedback to demonstrate responsiveness

13 **Lead by example**

14 **Conclusion**

- ❖ Set clear goals
- ❖ Empower your team
- ❖ Recognize achievements
- ❖ Promote growth

Motivation is a continuous process that requires attention and adaptation

Start implementing these strategies today to unlock your team's full potential

15 **Questions**