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Ursula Schinzel

<http://ursula-schinzel.com>

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## **Motivating High Performers and High Potentials**

High Performers and High Potentials are essential for your company. They need to be motivated. The objective of this article is to show you how.

The characteristics of High Performers are, that they are good at their job, they are committed, they possess all the technical skills, they have a strong personality and they have the right attitude towards your company. The characteristics of High Potentials are, that they are Future Leaders, they are worthy of investments, they are highly motivated, they are looking for advancement, they are impatient and they are looking for improvement quickly.

How can I motivate these High Performers and High Potentials? Are there any answers to this question from the sides of Maslow, Herzberg, Mc Clelland, Adams, Vrooms? What would they have said?

Maslows Pyramid of Needs, shows 5 levels of needs: Physiological, Safety/Security, Social Belonging, Ego Esteem, Self Actualisation. Maslow would suggest to increase the Social Belonging of High Performers and High Potentials to your company. How? Make them buy into your company with their hearts. Put them all together in one room and have them discuss the issues. Or make them meet in outings, in communities. Their Ego is so high, they will naturally tend to Self Actualisation.

Herzberg's Two Factor Theory shows Hygiene Factors like Salary, Security and Fringe Benefits. Motivational Factors are: Challenging Work, Recognition, and Responsibility. Herzberg says that the lack of Hygiene Factors will DE-motivate strongly. His solution is, to have Hygiene Factors on the safe side, salary, security and fringe benefits are sure and safe for these High Performers and High Potentials. That's the undiscussable base. They need Challenging Work, Recognition and Responsibility. Give them these 3 and they will be motivated.

Mc Clelland's theory is about needs as well. Needs for him are: Affiliation, Power, Need to achieve. High Performers and High Potentials put their expectations very high themselves.

Adam's Equity Theory is about Input and Output. The input is, what I put into my job: time, effort, ability, loyalty, tolerance, flexibility, integrity, commitment, reliability, heart and soul, personal sacrifice. High Performers and High Potentials will "input" automatically, if the Output is ensured: Output is, what I get from my job: pay, bonus, perks, benefits, security, recognition, interest, development, reputation, praise, responsibility, enjoyment.

Vroom's Expectancy Theory is about Valence, Expectancy, Instrumentality. High Performers and High Potentials tend to maximize pleasure and to minimize pain!

To summarize the Motivation of High Performers and High Potentials in your company, you have to find ways to engage your Top Employees! If not yet done, you should find symbolic rewards for your Top Employees. And one more advice: Communicate in a positive way and preserve positive community at all cost. Give voice to your High Potentials and High Performers!