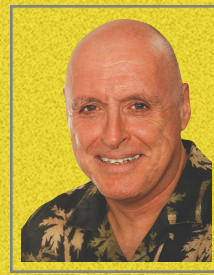


THE EXTRA POINT

BY JERRY ROBERTS



1240 How to Make Your Job More Meaningful — Part 3

Is there a potential downside to helping your workers find greater meaning and satisfaction in their work? What could that be? It's part three of our conversation on folks finding their job to be meaningful. I'm Jerry Roberts and that's next, on The Extra Point.

Could there be a possible negative aspect to having your employees begin to see their job and work as being highly meaningful?

Before I answer that question, you can download the transcripts for part one and part two of this conversation at: guamtraining.com; see transcripts #1238 and 1239.

The past couple of days I've discussed research that shows people are most productive when they do work that feels meaningful — and that it's possible to make any job more meaningful.

We discovered that when work is meaningful, productivity increases along with profitability. Employers certainly like that.

Checking the scoreboard, the worker is happy and the employer is happy. So, what could the problem be in the land of meaningfulness?

Well, I have had this conversation with owners of companies many times over the years, and a minority of them — yes, a minority — have been vocal in their concern. Okay, concerned about what?

I've had it said to me a dozen different ways but it comes down to this: "If I praise them for a job well done...if I tell them how happy I am with their work...if they feel that they bring greater value to our company than they may have thought before...they're going to ask for more money and I can't afford that."

I've asked a few if they understand that there is a cost to replacing workers. They nod, but it's clear their focus is on the immediate impact to payroll — not costs if the worker leaves.

My guess is that most Guam employers would be thrilled if the people on their team found a way to get themselves more excited about their job and company. Further, that they'd figure out the salary side of things so everybody would be okay with it.

With that in mind, here's what I'm asking you to do if you want a greater sense of meaning in your work. As I said yesterday, find the connection in what you do to the larger picture. Find out why what you do means something to people. That's where the magic starts, but there's more.

The second step is to challenge yourself to add to that meaning. Look for opportunities to grow and stretch your capabilities. How can you be of even greater value to people?

Maybe your gift is being the first face a customer sees on the way in, and the last they see on the way out, and you make them feel great for choosing your company that day. You own the first and last word, the first and last impression. It belongs to you. What are you going to do with it to make it special?

Employers, grab today's transcript along with the last two, and sit down with your workers to talk about meaningful work. Let them know the importance of their job, and help them find that magic. They'll benefit from it and so will you.

What if 2023 is the year when the people on your team discover a whole new level to their worth at work? What if your team comes together as never before because of that?

That's the Extra Point. Be responsible and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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