

# The Seedling Sheet



## 12: Be a Great Manager

### The Essentials

Being a great manager takes as long as a career: you never stop learning how to be a better manager. But for people who are new to the role of managing, striving to be a great manager can start with very simple steps. Learn how to give (and receive) great feedback. Understand what sort of a team you want, and define attitudes and behaviours - and recruit with this in mind. Be very clear on what you expect as a manager, setting goals that motivate, stretch and provide a collective direction - and above all, communicate the reasons and context for what you are asking people to do. Keep an open dialogue that helps everyone in the team or business - including you - improve and learn more about how to work together for the collective good.

### If you do one thing about being a great manager...

...then take time to understand how to most effectively motivate people. There is a model of motivation based on someone wanting to move toward pleasure or away from pain, and it can be useful as a manager to identify the motivational preferences of your team to help define the best ways to engage and encourage them.

#### AWAY FROM PAIN

When someone is motivated **away from pain**, they tend to do something in order to avoid problems and what could go wrong. "I will write this report today so that I don't get criticised by my manager."

#### TOWARDS PLEASURE

When someone is motivated **toward pleasure**, they tend to do something to move toward reward and what could go right. "I will write this report today as my manager will be pleased to have time to read it thoroughly."

So to motivate an 'away from' person, perhaps focus on the effects of what would happen if they do not complete the task, whilst for the 'towards' people, an emphasis on the positive outcomes of completion will motivate more effectively. Often, a combination of both can be an successful way to motivate within a team or business situation. Just don't forget to praise and acknowledge a job well done, as this in itself is one of the best motivators you can provide.

### Want to know more?

The Business Allotment can help you understand how you can be a great manager, with a tool kit of practical tools and tips that you can put into practise straight away. From a small business owner to a group of managers, our fast-paced **Be a Great Manager** module is packed with original content and will give your management skills, no matter what level, a real boost that will benefit you and your business.

Call Jodie Newman on 07966 482 662 or email [jodie@thebusinessallotment.co.uk](mailto:jodie@thebusinessallotment.co.uk)  
[@bizallotment](http://www.thebusinessallotment.co.uk)

The place where businesses grow

