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LEARNING OBJECTIVES



- Identify why morale suffers
- Explore signs of low morale
- Tips on how to foster positive morale

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Main Ingredients

Trust Communication
Respect Empathy
Hope Praise
Flexibility
Appreciation
Work Environment

7



What does Morale Look like in your Agency

8



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Why Should We Care

Low Morale =
Lost Productivity,

Which Costs the
American Economy
\$350 Billion Annually



To thrive, it's essential to take the time to develop good morale.

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Why is it so
Hard to Get
&
Keep



"Ms. Carstairs, we need to improve company morale. Plant a rumor that I'm retiring."

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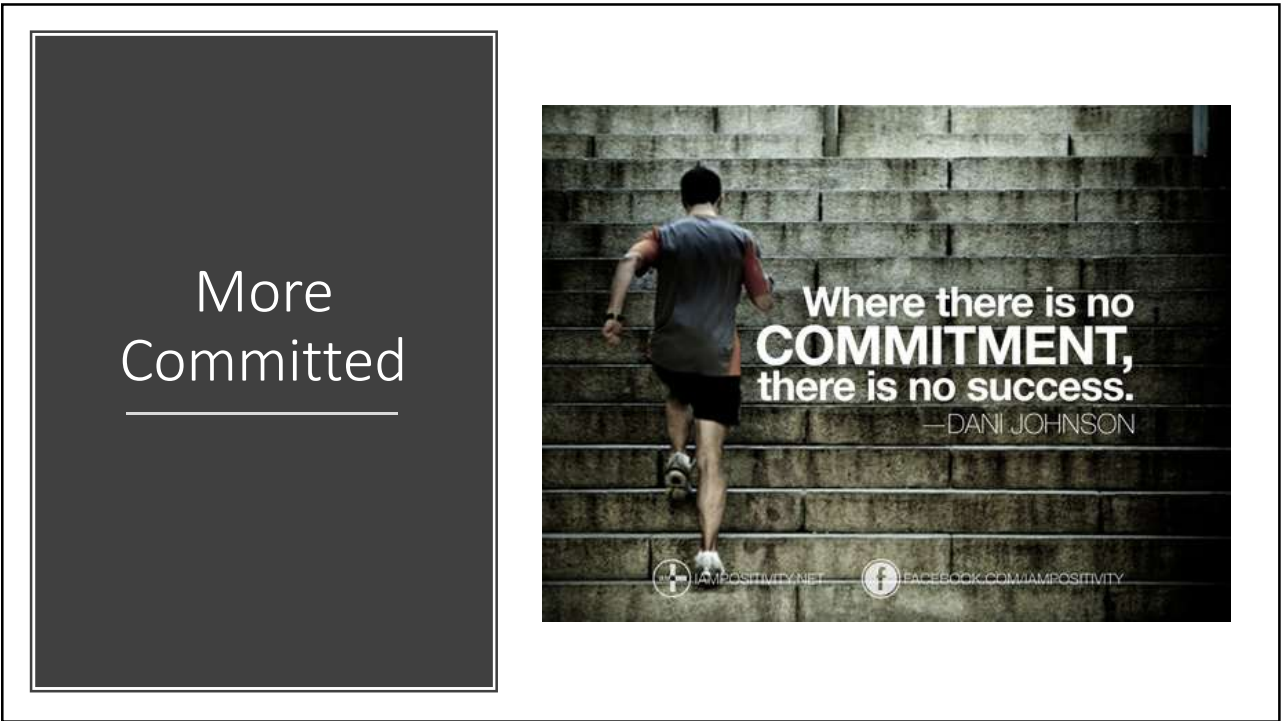


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More Creative

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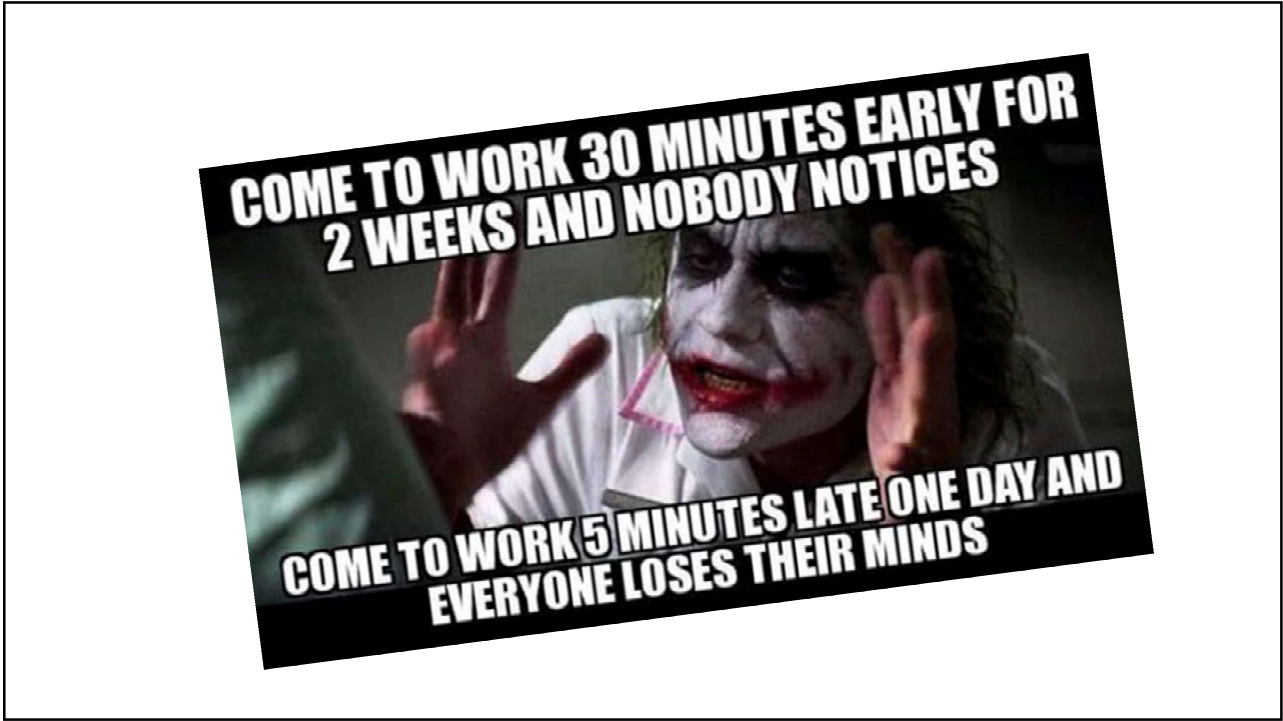


More
Committed

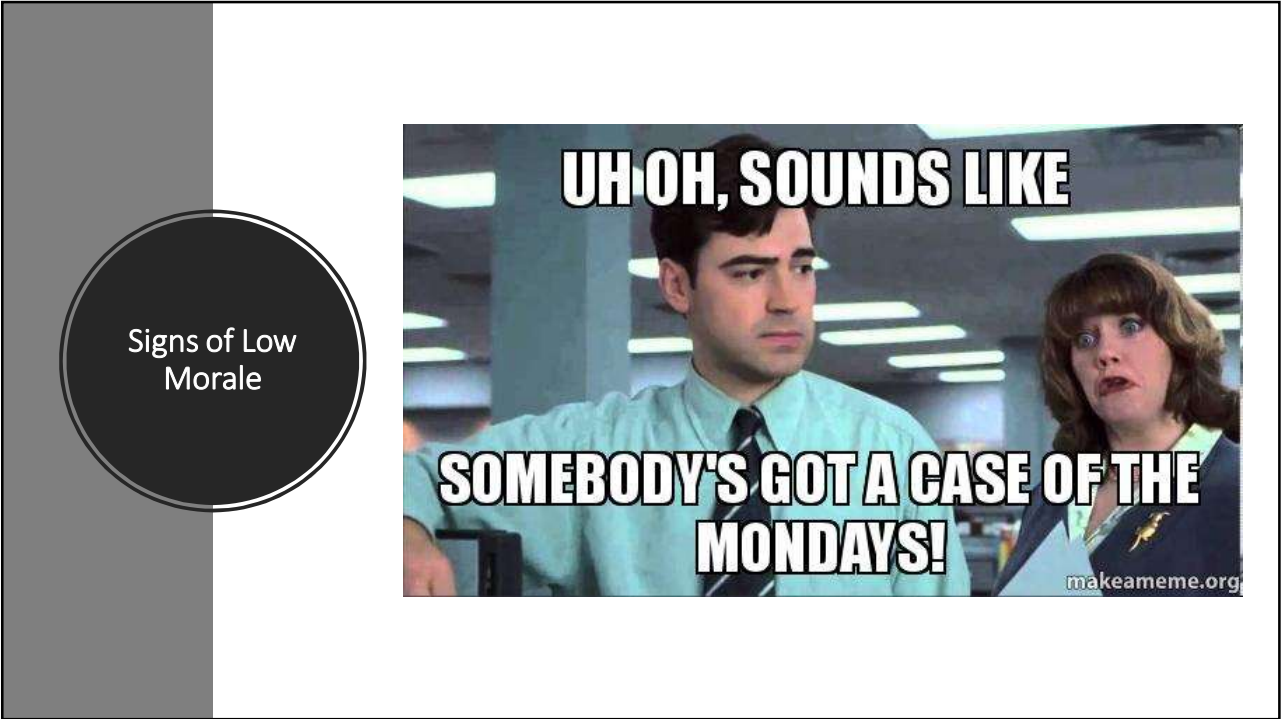
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Increased
absenteeism



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Increased
complaints



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Insubordination
or unruliness



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Decreased
Productivity



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Strategies to Rebuild Morale

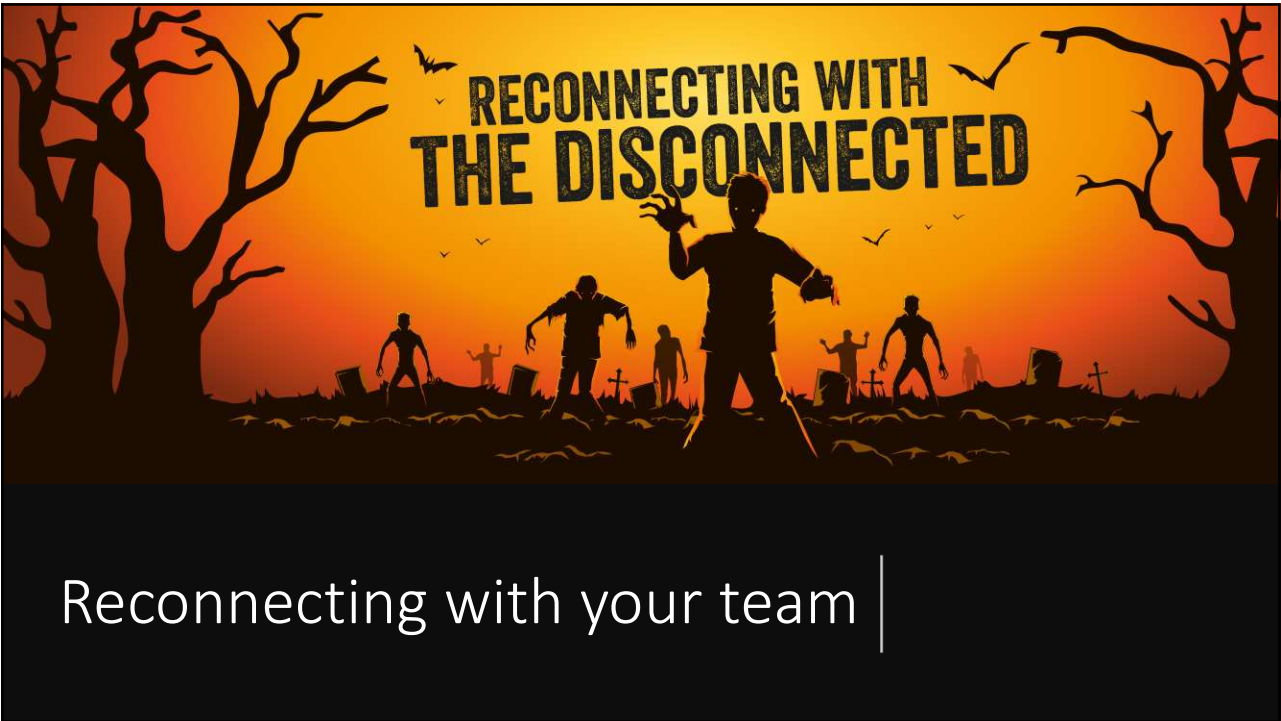
1. Reconnecting with your team
2. Developing your team
3. Improving the workplace
4. Improving communication
5. Setting measurable goals
6. Rebuilding confidence
7. Focusing on talent management
8. Motivating your people effectively



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Developing your Team



**FRPA Annual Conference
and Exhibit Hall**
August 26-29, 2019
Omni Championsgate
Orlando, FL



**National Recreation
and Park Association**
PROFESSIONAL DEVELOPMENT



**NRPA
Directors
School**

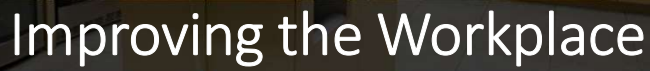


**Revenue
Development
& Management
School**

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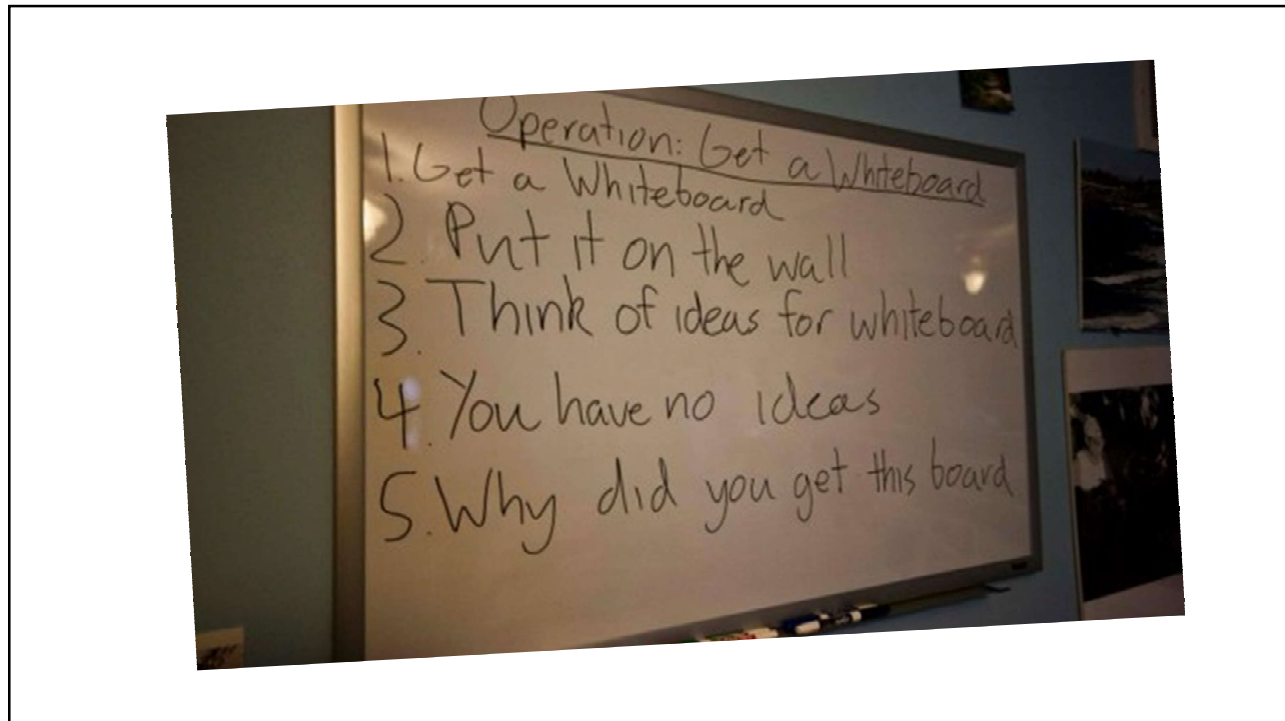
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Improving Communication



FRPA 2019



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Listen to your employees

4 Critical Objectives

- Makes them feel important and valued
- Builds Confidence when they feel heard
- Models good communication skills
- Builds Respect between Management and Staff



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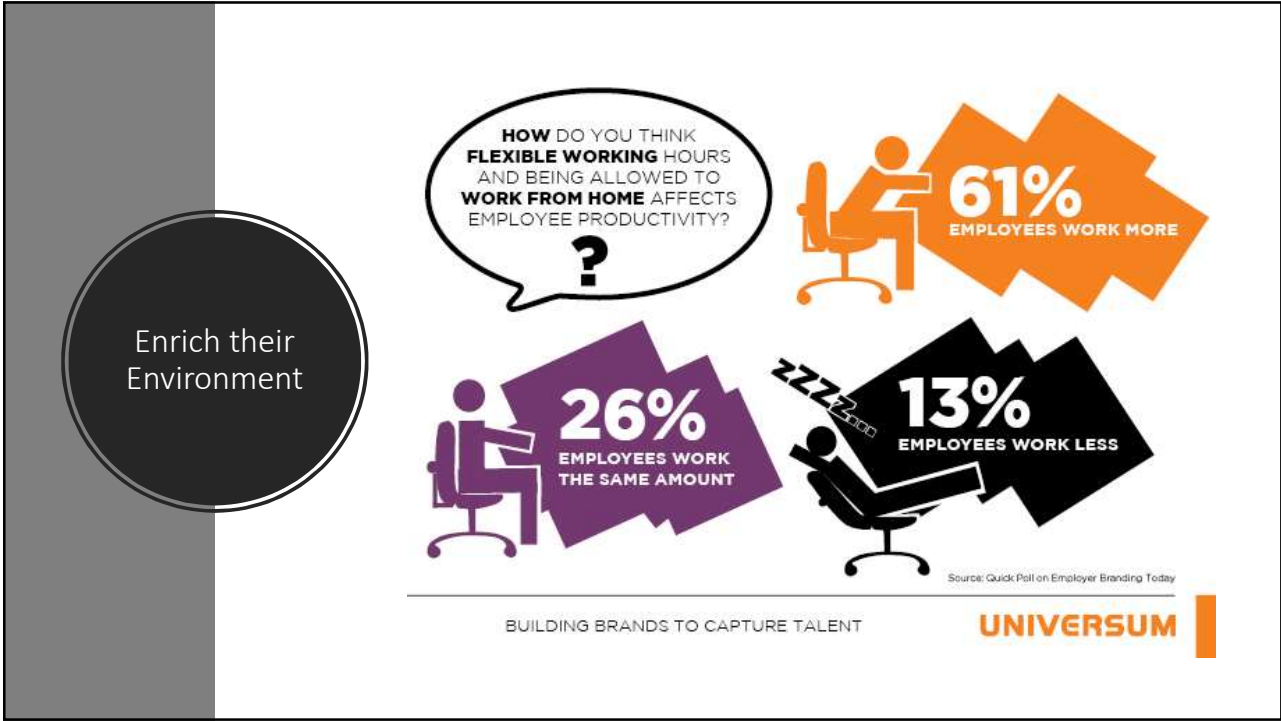


Rebuilding Confidence

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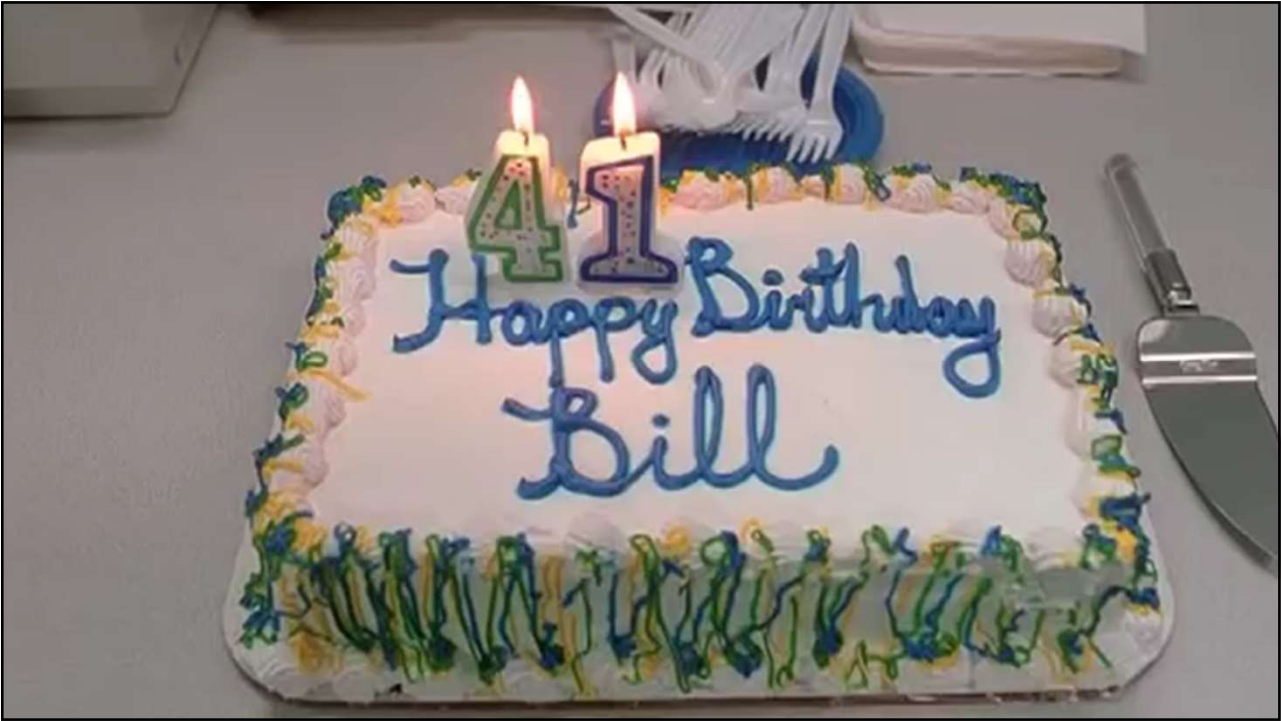
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FACT:

Leaders who are Positive and Encouraging get 31% more productivity from their teams.

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You can't be both awesome and negative. Choose one.

Karen Salmansohn

Negative Thinking

48



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Positive Thinking
Attracts
Positive People, Events
&
Outcomes

50



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Causes of Low Morale

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Restructuring
or Layoffs



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Cancellation
of benefits



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Lack of empowerment or autonomy

I hire professional staff, then micro manage them until they walk out the door.



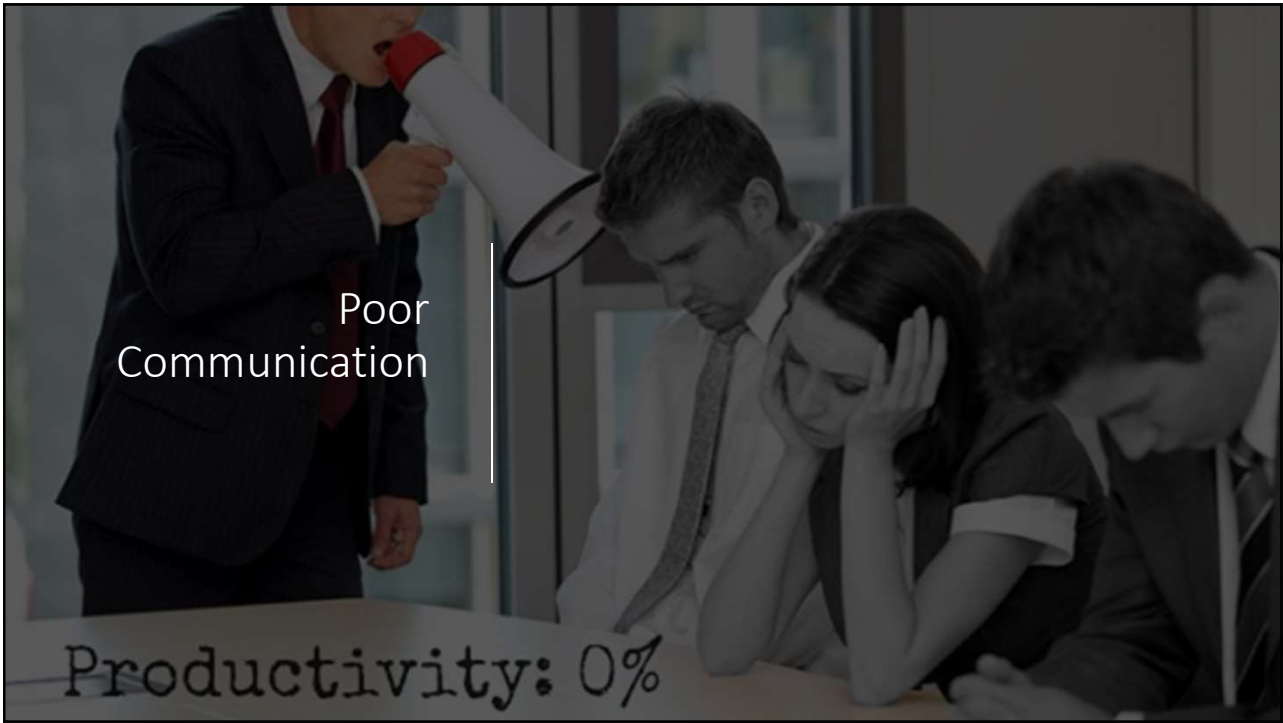
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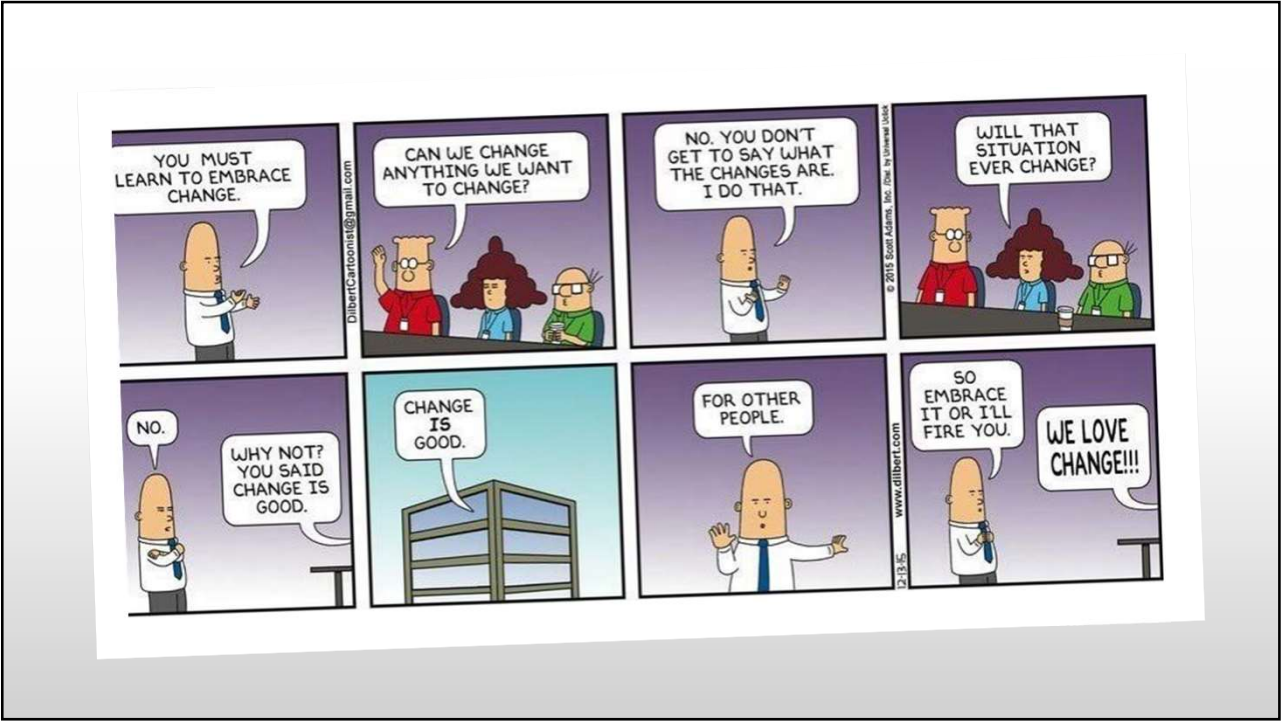
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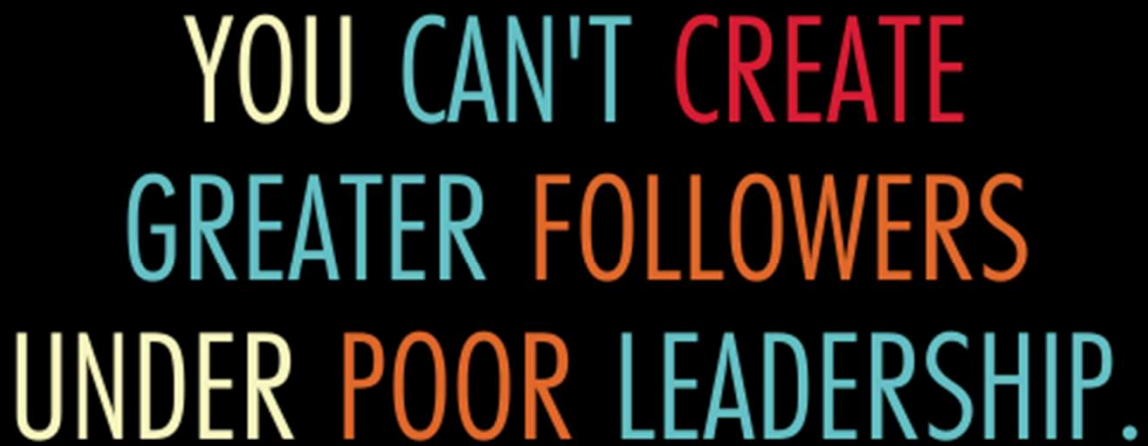
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So... empathy is
the ability to experience another person's feelings.

Lack of Empathy and Appreciation

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YOU CAN'T CREATE
GREATER FOLLOWERS
UNDER POOR LEADERSHIP.

Poor Leadership

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Strategies to Rebuild Morale

- 1. Trust
- 2. Empathy
- 3. Communication





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Questions



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and
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