



1



2



3

## LEARNING OBJECTIVES

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



Parks and Reconomics  
2019.2021

4



Chocolate Chip Cookies

5



What is Morale

6



## Main Ingredients

**Trust**      **Communication**  
**Respect**      **Empathy**  
**Hope**      **Praise**  
**Flexibility**  
**Appreciation**  
**Work Environment**

7



## What does Morale Look like in your Agency

8



9

**BOOSTING EMPLOYEE MORALE**  
Focus on the Intention Behind the Action

Morale is about Building

10

# 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.

11

Why is it so  
Hard to Get  
&  
Keep



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

12



13



14



15

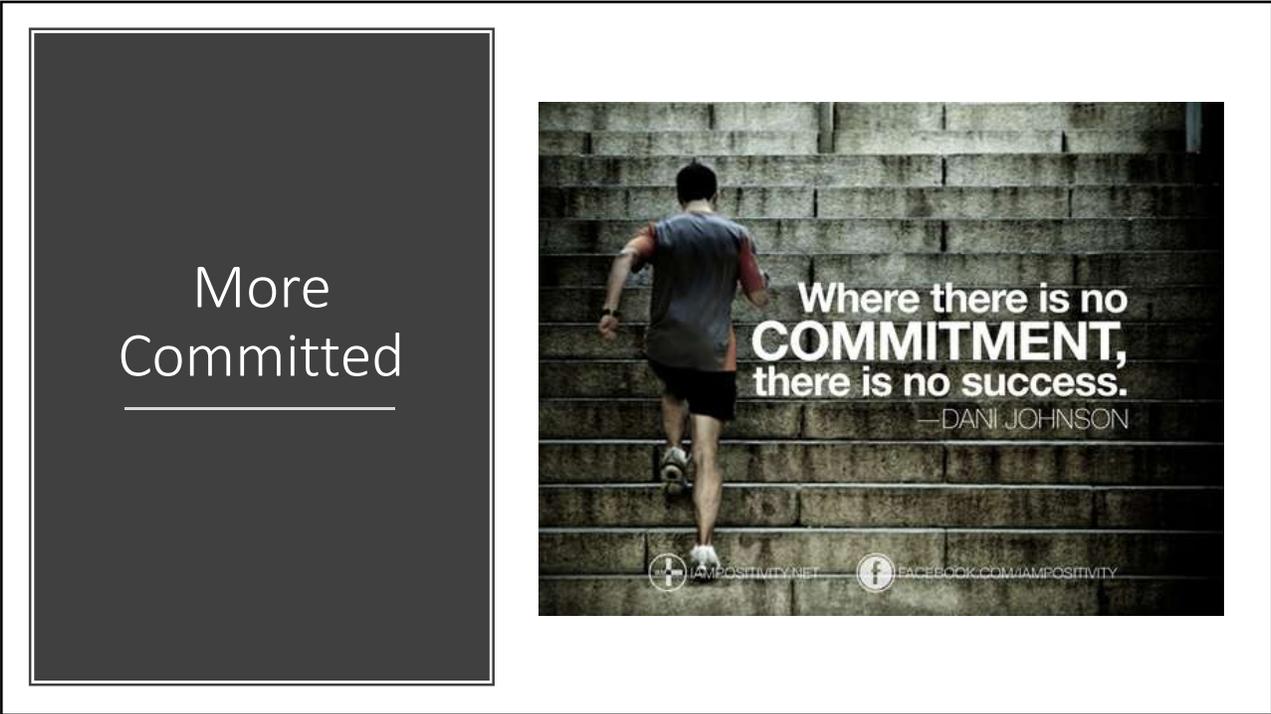


16



More Creative

17

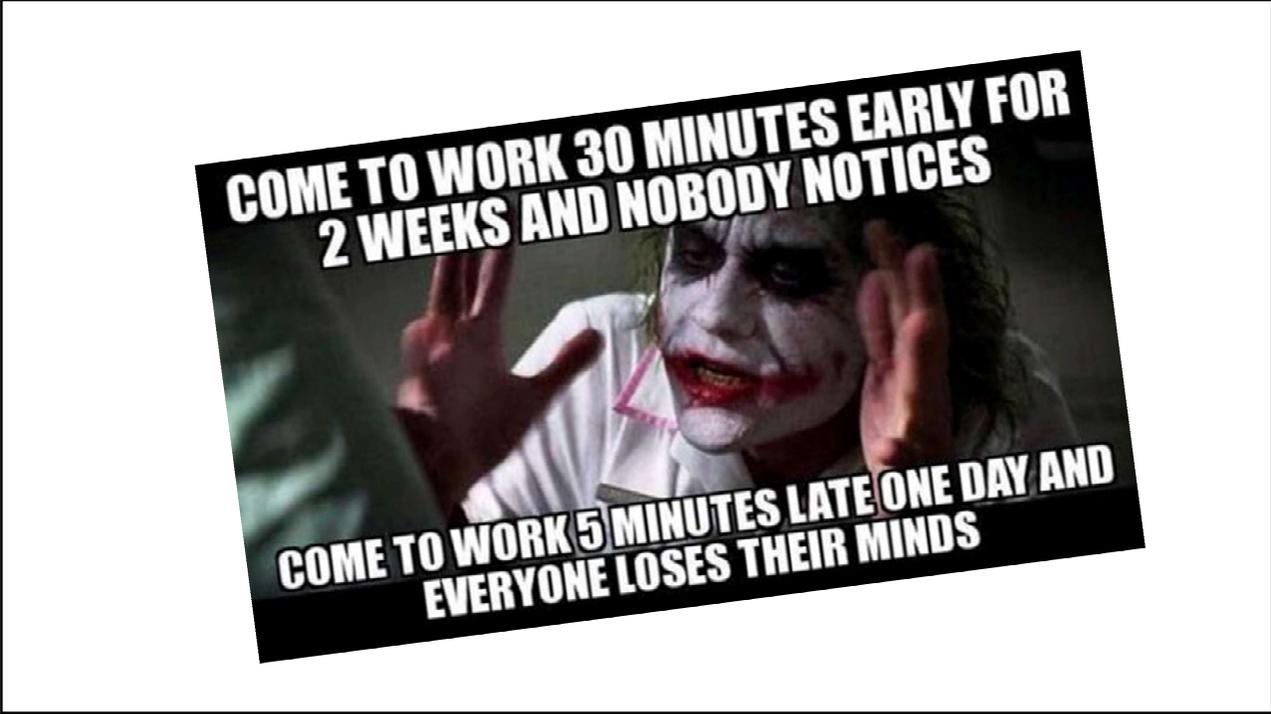


More  
Committed

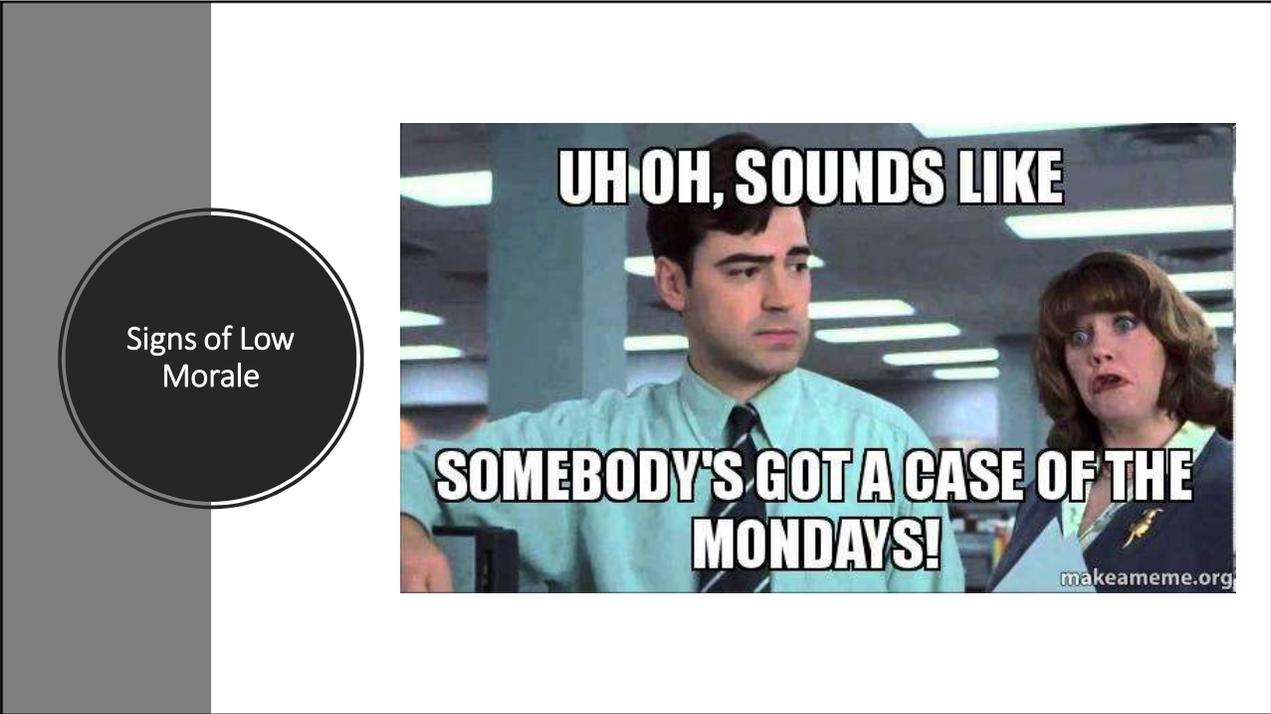
18



19



20



Signs of Low  
Morale

21



22

Increased absenteeism



A person wearing a pink long-sleeved shirt is holding a white sign with the words "OUT SICK TODAY" written in black, hand-drawn capital letters. The sign is held up against a light blue wall.

23

Increased complaints



A sign with a yellowish, aged background. At the top, the words "COMPLAINT DEPARTMENT" are written in bold, black, sans-serif capital letters. Below the text is a horizontal line with a small circle in the center. To the left of the line is a green and brown grenade. To the right of the line is a hand in a grey sleeve pointing its index finger towards the number "1" on the grenade. To the right of the hand, the words "TAKE A NUMBER" are written in bold, black, sans-serif capital letters.

24



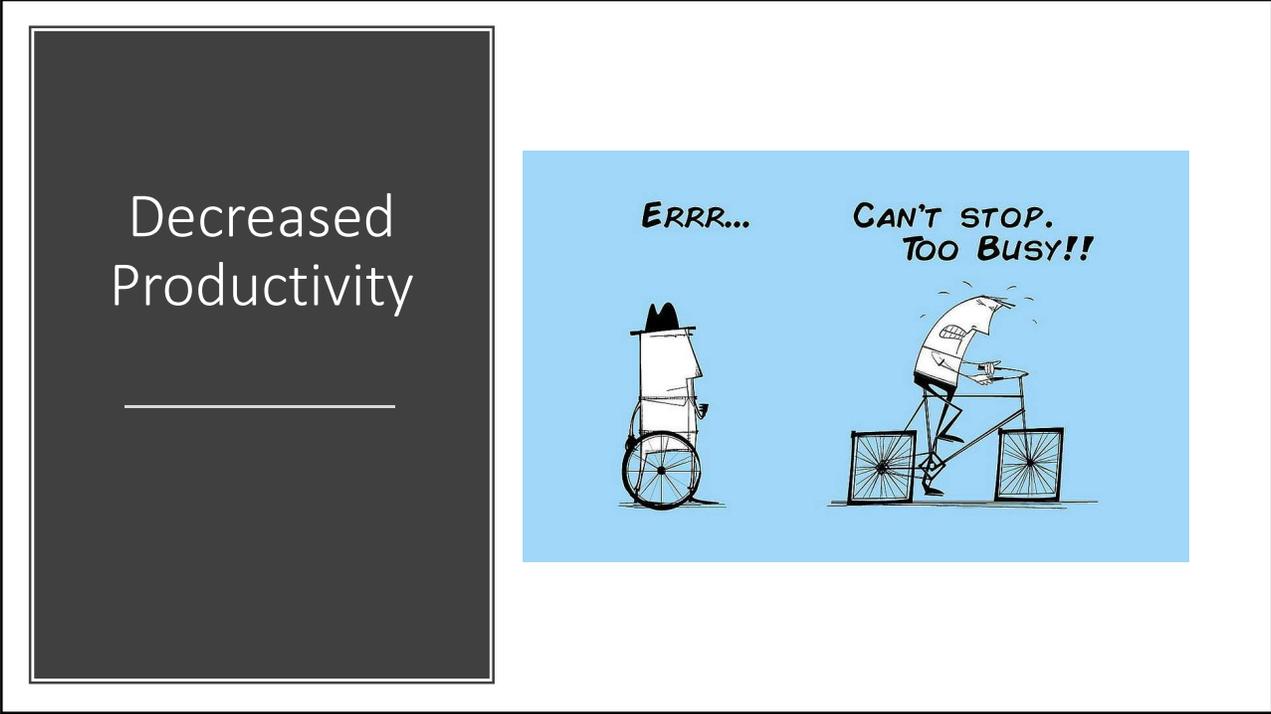
25



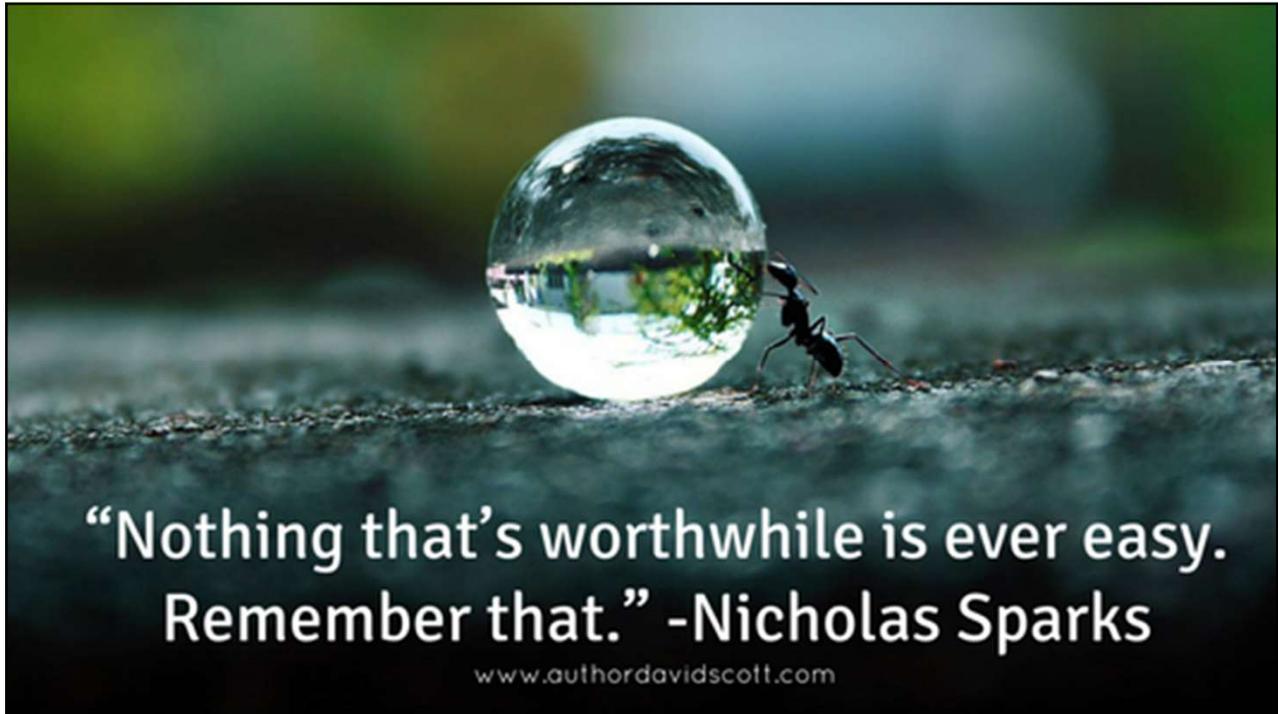
26



27



28



29

## Strategies to Rebuild Morale

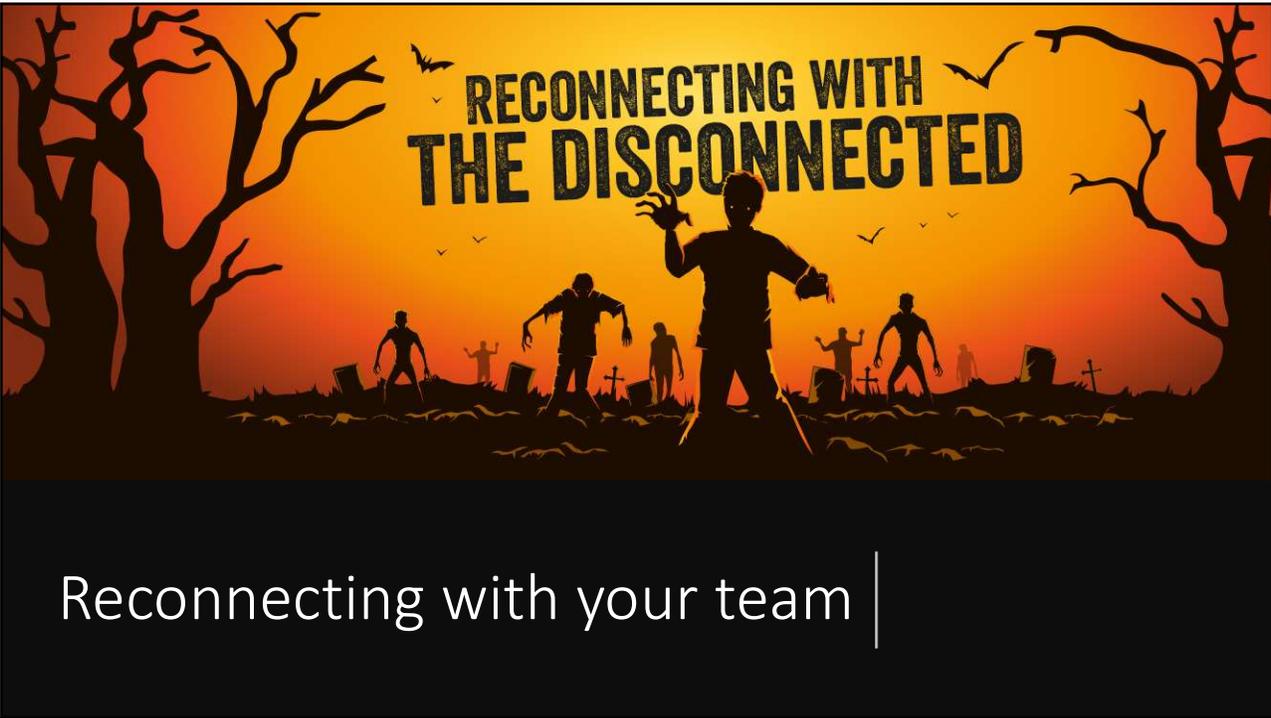
1. Reconnecting with your team
2. Developing your team
3. Improving the workplace
4. Improving communication
5. Setting measurable goals
6. Rebuilding confidence
7. Focusing on talent management
8. Motivating your people effectively



30



31



32

# Developing your Team



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



**National Recreation  
and Park Association**

**PROFESSIONAL DEVELOPMENT**

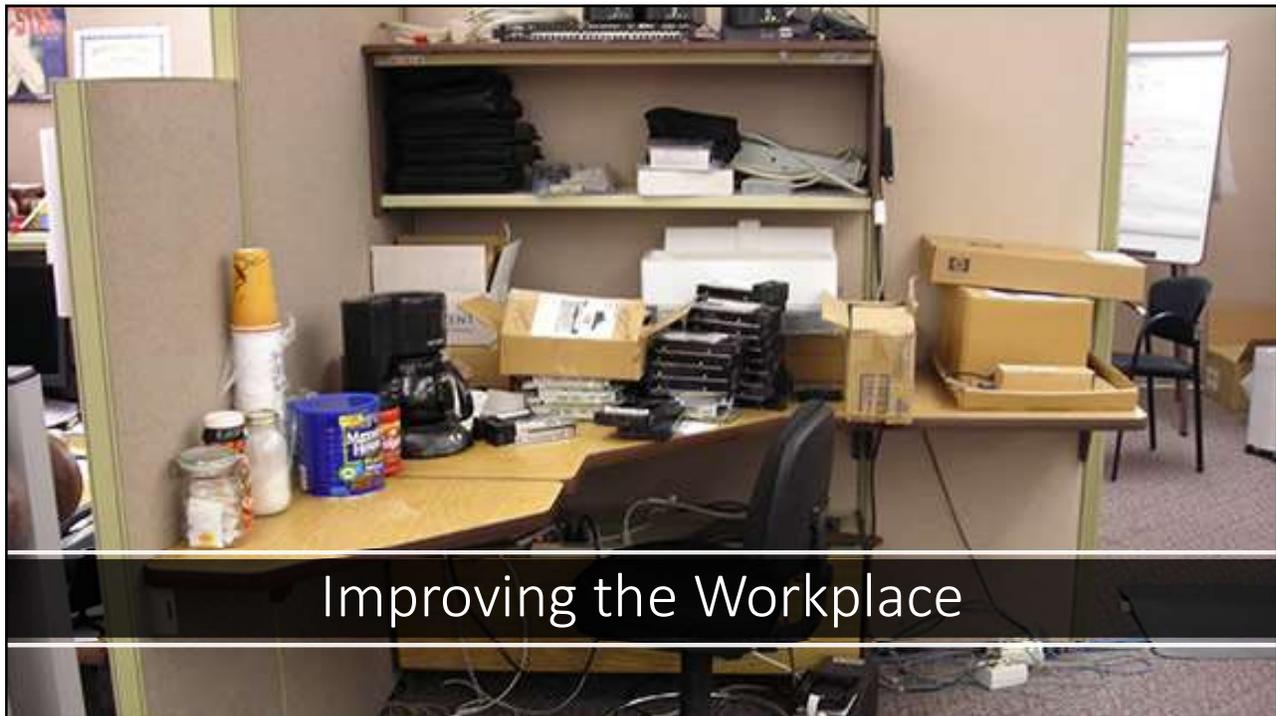


**NRPA  
Directors  
School**



**Revenue  
Development  
& Management  
School**

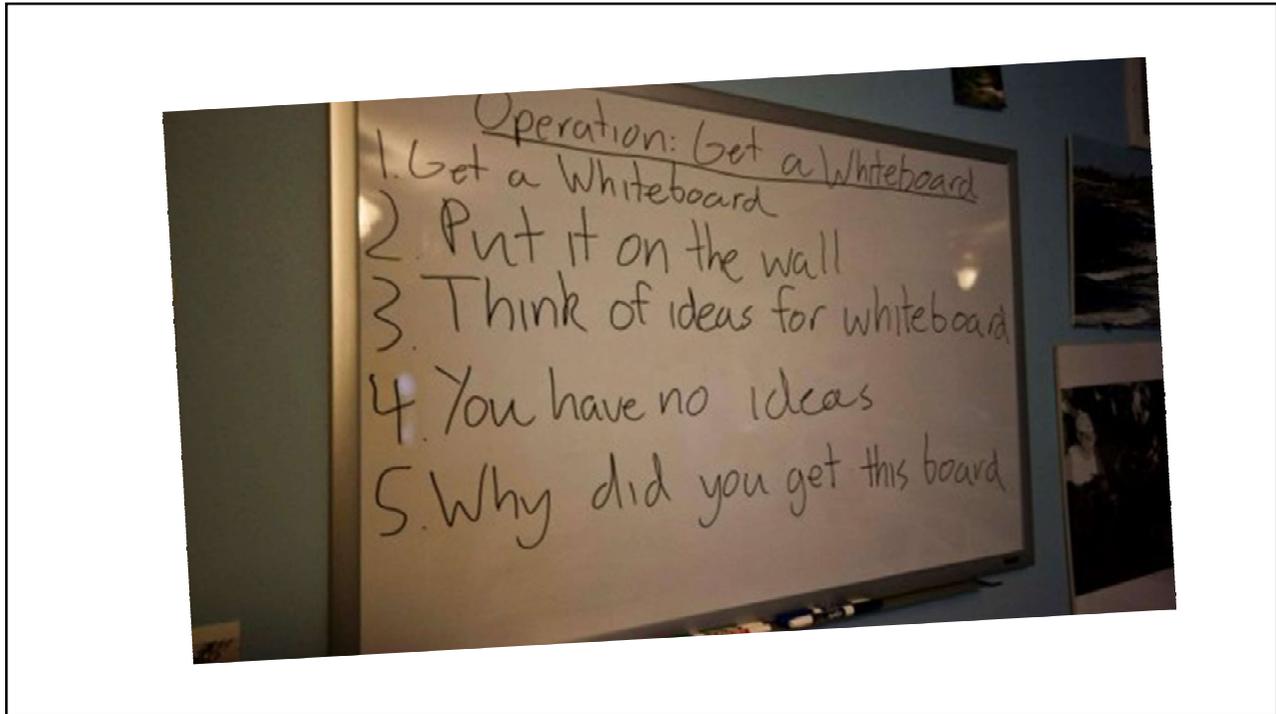
33



Improving the Workplace

34





37

## 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



38

Setting Measurable Goals

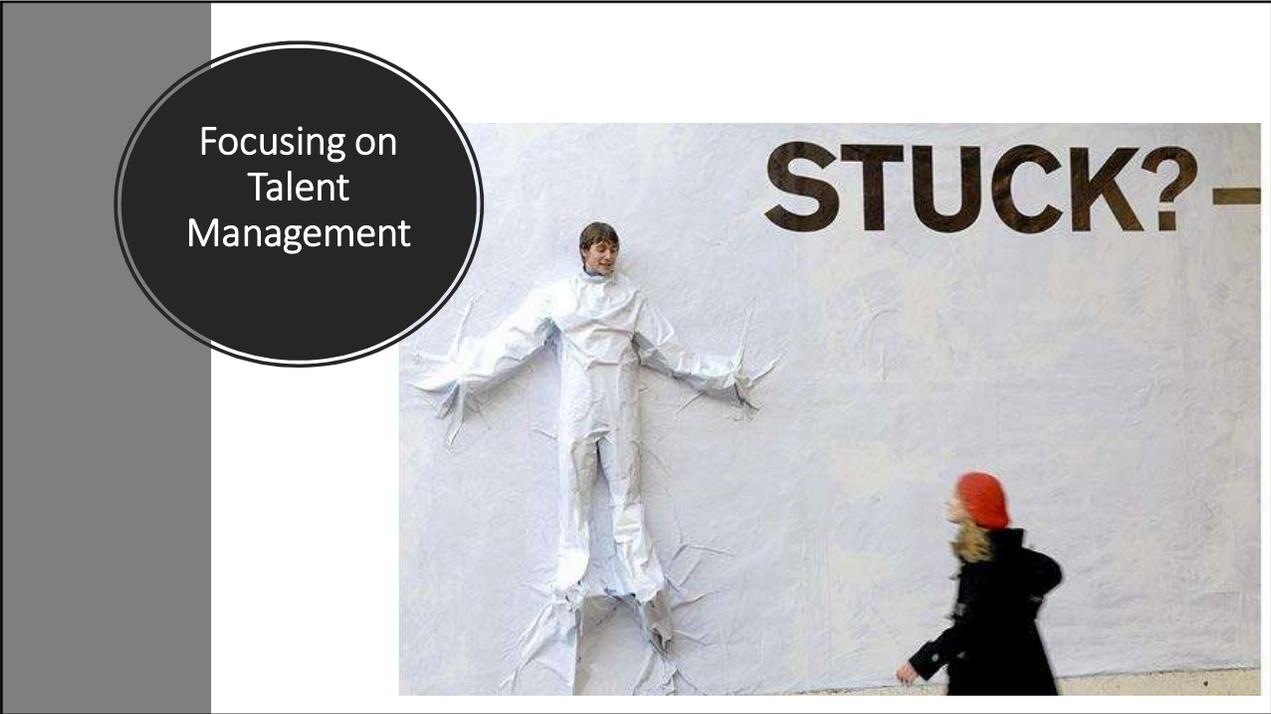


39

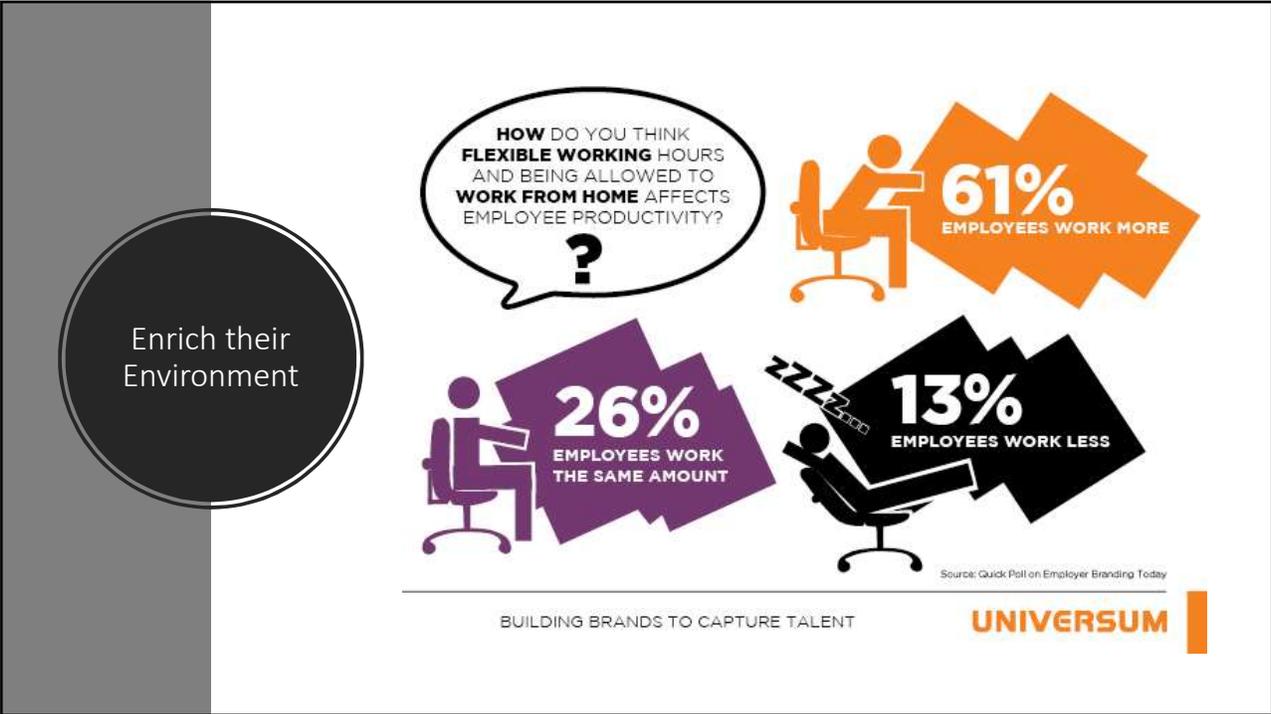


Rebuilding Confidence

40



41



42



43



44



45



46

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



47

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

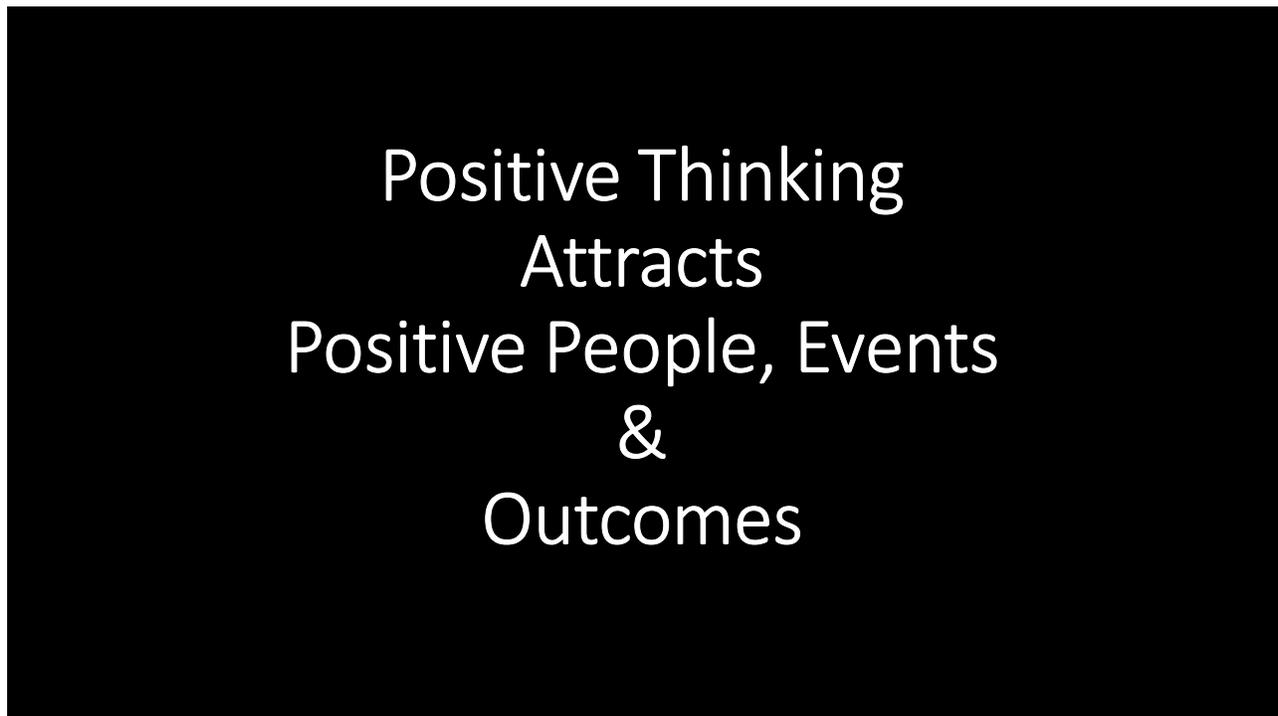


**Karen Salmansohn** Negative Thinking

48



49



50



51



Causes of Low Morale

52

Restructuring  
or Layoffs

---

A meme featuring two men from the TV show 'The Office' sitting at a desk. The man on the left is wearing a white shirt and suspenders, looking surprised. The man on the right is wearing a suit and glasses, looking serious. The word 'LAYOFFS' is written in large, bold, red letters across the middle of the image.

53

Cancellation  
of benefits

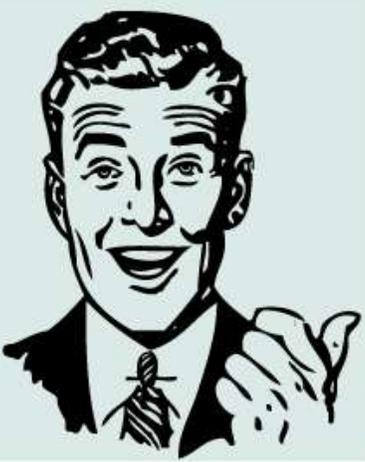
---

A meme featuring Steve Ballmer from the TV show 'The Office' in an office setting. He is wearing a blue shirt, a patterned tie, and red suspenders. The text 'AS OF YESTERDAY' is written in white, bold, sans-serif font at the top. The text 'FUN IS AGAINST COMPANY POLICY' is written in white, bold, sans-serif font at the bottom. A small 'imgflip.com' watermark is visible in the bottom left corner.

54

Lack of empowerment or autonomy

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



**ROTTENCARDS** USER CARD

55

Inflexible working conditions



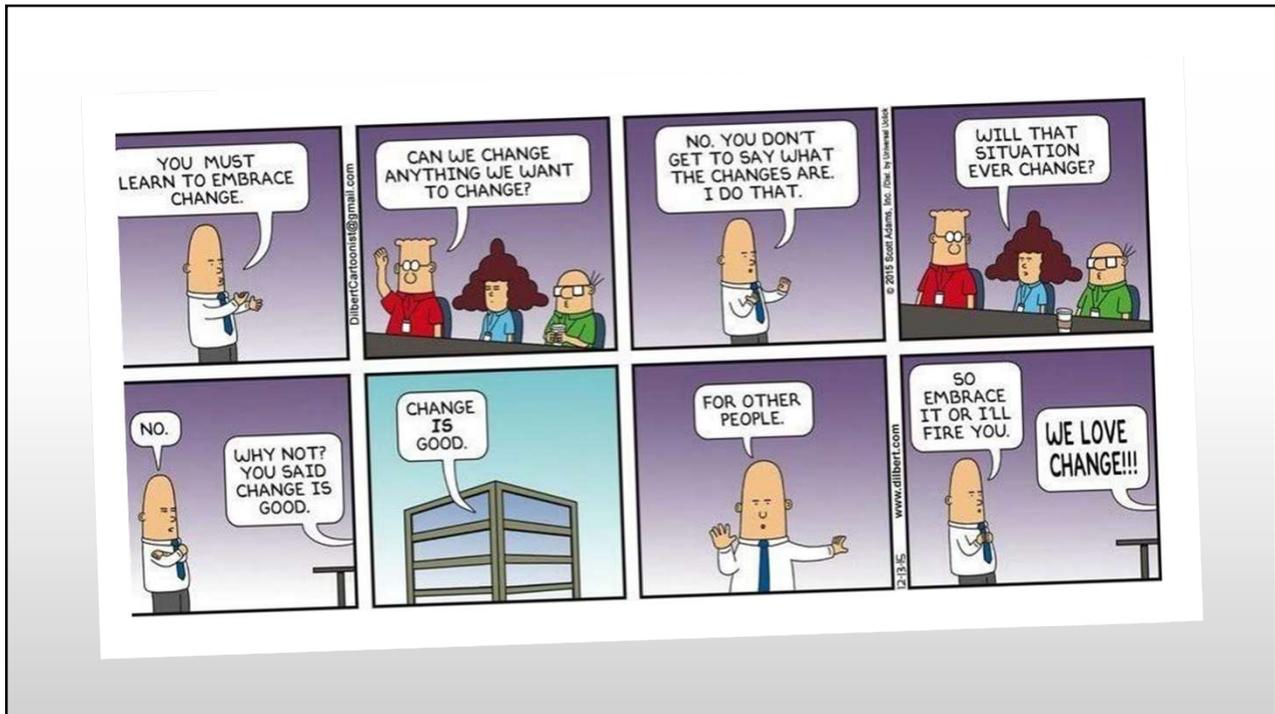
56



57



58



59



60



61



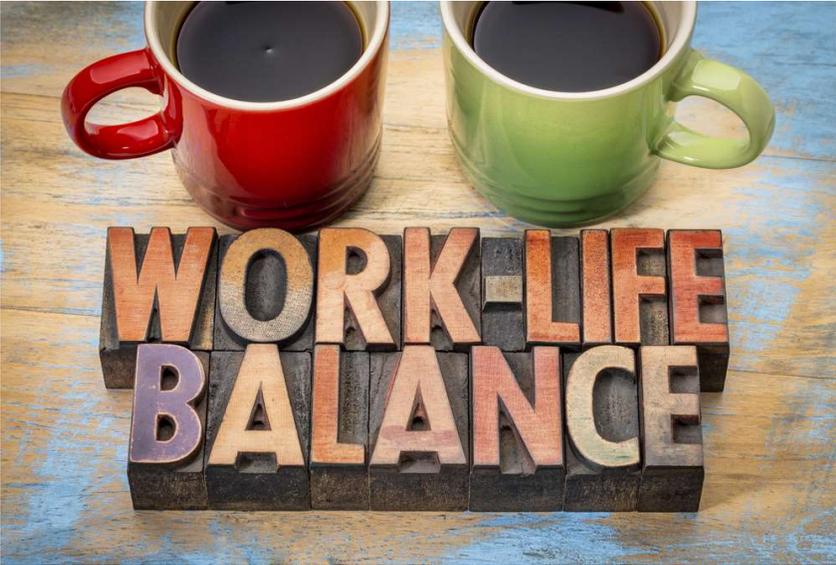
62

## Strategies to Rebuild Morale

1. Trust
2. Empathy
3. Communication



63



64



Gabriel Castillo, CPRP, MS  
Kastillo97@yahoo.com

65



FOR MORE INFORMATION ABOUT THE FLORIDA RECREATION AND PARK ASSOCIATION VISIT [FRPA.ORG](http://FRPA.ORG)

66