

Impulse workshop 1

Meaning is addictive

Motivation and a sense of fulfillment as a management tool



Do you know why you do what you do? Is that always the case? It's true that most employees go through moments of thinking "That makes no sense!" — it's a very common sentence in everyday life.

How often do we work on or complete a task that is expected by management without knowing the context and meaning? We perform some work without knowing why — and we think that is preposterous.

"Every fifth employee has given up." "66% only do exactly what they are told." "Only 13% of employees perceive an emotional attachment to their company." (Gallup study Engagement Index, 2010)

The task of a manager is to create meaning. Without meaning, there can be no motivation. Managers cannot force anyone to make sense of their duty and to see the meaning behind it.

In this respect, the manager is a sort of eye doctor,

helping the employees to see the point of their work. This makes the executive the central source of motivation.

Every human being contains the "Why?" question, not just at the mundane level, but at higher levels too. This question is provocative, and can be quite uncomfortable. It touches a nerve when it comes to our work and lets us beyond the boundaries of our own narrow frame of reference. The answer is delivered by the work situation, the company environment and by each of us. The executive accompanies the process, creating a meaningful atmosphere and answering the questions about how and why tasks should be done.

How is this achieved? I will show by means of examples from the real world of work. High standards can be achieved when the question is answered. The answer can be captivating.

Susanne Vathke



Are you interested in one of the Impulse Workshop topics? Contact me directly and we can discuss the possibility to run the workshop for an appropriately-sized group of participants at your business location.

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Susanne Vathke ensures that corporate values are understandable and tangible. For over 20 years, she has trained and coached employees and managers in retail companies. In the course of over 2,000 training days, she has made the meaning behind changes and developments in the company visible and provided the skills for meaning-oriented leadership and action.

After completing her teaching degree in German and history, Susanne went directly into the retail industry. For 10 years, she ran her own business. Before her coaching career began, she had acquired experience coaching her own employees in the meaning of retail.

Susanne is qualified to coach about meaning, values and organizational culture, with extensive training with experts, such as Frank Farrelly (Provocative Therapy), Dr. B. Hadinger and Professor W. Kurz (Logotherapy by Viktor Frankl), Emil Herzog (Business Entertainment) and Professor E. King (Systemic Organizational Consulting). She is also an inspirational speaker.