

Celebrate with your employees

There isn't much technical information in management or personnel manuals on who to celebrate with employees. But giving positive feedback and developing supportive relationships are essential in building employee morale and productivity.

When you take time out from an otherwise-busy week to celebrate with employees, you help develop individual self-confidence and boost team spirit.

More and more companies are finding that celebrating when things go well is brings excellence into an organization.

Celebrating is an activity that every business owner or manager needs to engage in. It is an arduous management decision that makes sense — and it works.

COMPANIES THAT fail to recognize employees' efforts at least twice a year miss out on a primary motivational tool — supportive working relationships. Employees who are recognized and receive sup-



focus: small business
Mary DiPaolo

port are more productive, make fewer mistakes, strive to achieve greater results and are generally happier on the job.

The "all-work, no-play" attitude ignores obvious opportunities to acknowledge important accomplishments with employee staff. If you do not organize a celebration with your people, smaller groups of employees will go off on their own to do so.

This can hurt employee morale and team building. It's a lot like not getting everyone's glass "clinked" when someone makes a toast.

THE TEAM spirit and cohesiveness is lost. When your employee

staff splinters and people take their energy away from the group to celebrate, you are missing out on the opportunity to foster unity as a "corporate" group.

A celebration can mark special events such as a project completion, outstanding employee accomplishment, best sales month of the year or the end of a busy holiday period.

When did you last celebrate with your employees? If it has been more than six months, it's been too long.

When planning a celebration, remember that the most successful company-sponsored events do not have to last all night or involve large quantities of alcohol. Innovative ex-

amples include company "summer-fests" that have been held outdoors and transform the staff parking lot into a festive atmosphere featuring activities for employees and their families.

"TASTE OF the city" parties held during the lunch hour bring together employee staff with local restaurants to sample a wide range of foods either in the office or at another location. Award ceremonies and other employee achievement-related functions may be tied to these events as well as company breakfast buffets, picnics, sports outings or formal dinners.

Next week, we will discuss how annual raises and Christmas bonuses can hurt employee productivity.

Mary DiPaolo is the owner of MarkeTrends, a Farmington Hills-based business consulting firm. She is also producer and host of the cable television series, "Chamber Perspectives."

datebook

BUILDING OWNERS

Thursday, Nov. 16 — Building Owners and Managers Association meets in Southfield. Information: 564-4000.

RETIREMENT INVESTING

Thursday, Nov. 16 — Free seminar, "Investments for Retirement," begins at 7 p.m. in Rochester. Information: Emily Ferry, 652-3200. Sponsor: FaineWebber.

BUSINESS WOMEN

Thursday, Nov. 16 — National Association of Women Business Owners meets in Detroit. Information: Sue Funk, 459-3860.

CORPORATE VOLUNTEERS

Thursday, Nov. 16 — Michigan Corporate Volunteer Center meets at 11:30 a.m. in Southfield. Information: Mary Kennedy, 225-1085.

EXEC ASSOCIATION

Thursday, Nov. 16 — Detroit Executive Association meets at noon in Detroit. Information: Louis P. Acierino, 745-7522.

ADVERTISING WOMEN

Monday, Nov. 20 — Women's Advertising Club of Detroit meets in Troy. Information: Gina Bartoszewicz, 642-3930.

MONEY IN REMODELING

Monday, Nov. 20 — "How to Make

Money in Remodeling" offered 8:30 a.m. to 12:30 p.m. in Bloomfield Hills. Non-member fee: \$45. Information: 737-4477. Sponsor: Professional Builder Remodelers Council of the Builders Association of Southeastern Michigan.

APPRAISERS SOCIETY

Tuesday, Nov. 21 — American Society of Appraisers meets at 6 p.m. in Southfield. Information: 625-2774.

NON-PROFIT LEADERS

Tuesday, Nov. 21 — Non-profit Leadership Forum meets for breakfast in Southfield. Information: Accounting Aid Society, 961-1840.

REALTORS MEET

Wednesday, Nov. 29 — Education committee of South Oakland County Board of Realtors meets at 11:30 a.m. in Troy. Information: 585-1283.

LONG-TERM CARE

Thursday, Nov. 30 — Free long-term care seminar at 7-8:15 p.m. in Troy. Reservations: Deborah Kester, 879-1400. Sponsor: Shearson Lehman Hutton.

OAKLAND CHAMBER

Wednesday, Dec. 6 — Oakland County Chamber of Commerce holds member mixer 6:30-8 p.m. at the Kingsley Inn, Bloomfield Hills. Non-member fee: \$10. Information: 644-1229.



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