Correlate Personal and Organizational Goals for Outstanding Results
By Tom Northup, July 2007

A successful CEO understands that his employees want personal growth. He enables his employees to build strong personal motivation by providing an environment where they can fulfill their unique potential.

Since employees spend the majority of their waking hours on the job, they expect to fulfill most of their personal needs while working. When employees can reach personal goals while they help the organization reach its goals, they become highly motivated and make outstanding results possible.

One of the best known models describing human motivation and personal development is the Hierarchy of Needs developed by Dr. Abraham Maslow. Below is Maslow's model with a brief description of how it applies to the workplace.

Need   Workplace programs

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Self Actualization	Challenge people to be the best
Self Esteem	Status, responsibility, reputation
Social	Team work, industry associations
Safety and Security	Safe environment, health plan
Physiological	Competitive salary

Maslow's Hierarchy of Needs

Maslow determined that basic needs take precedence and must be satisfied before a person can progress to higher levels. After satisfying physiological, safety and security needs, a person may function at more than one level.

Many management level employees have few worries about physical and safety needs. Although they are still present, these needs are no longer current motivators. Self esteem and self actualization needs become primary.

Build a Performance Culture

Effective CEOs understand that the way people perceive their company has a significant effect on their performance. Studies have found that a positive company culture can produce up to a 25% increase in employee performance. Organizations support personal growth and fulfillment by developing a culture where key employees can build their self-esteem and self-actualization.

This CEO leader builds this culture at a personal and organizational level. Personally he leads with a "Servant's Heart." He becomes a role model for personal growth. Organizationally he shares power by involving his people in planning company direction and initiatives. He inspires his team by developing a vision and mission and then living it.

Personal Leadership

To focus only on organizational and work needs is not enough. When we ignore personal needs, employees become disinterested and don't build the strong motivation they need to meet organizational goals.

The smart leader understands that he must dedicate himself to the success of those who help him achieve his success. He recognizes he has a direct impact on individual and organizational performance and that the two are intertwined. By asking how he can help, he chooses to lead with a "Servant's Heart." The leader with a "Servant's Heart" inspires others because they realize that he cares about them and wants them to succeed at a personal level.

The successful CEO understands that that the needs of individuals will fall at various levels on Maslow's needs scale**.** People should to be treated in a highly individual manner if they are to be well motivated. This CEO understands his employee's personal motivators and works to help them achieve their goals.

He models successful behaviors and attitudes. Small monthly improvements are not noticeable individually but build to large changes over time. With consistent effort people can double their effectiveness in about five years. Both the employee and the organization will benefit. Success breeds more success and personal motivation becomes stronger.

Organizational Leadership

The effective leader develops a clear vision and mission for the organization. An inspirational vision and mission allows employees to develop a zeal for their work. They then dedicate the power of their potential to the company's future. They feel energy and inspiration which accelerates progress.

A successful leader understands that sharing power is the most effective way to focus his management team in the right direction. Managers who participate in setting company direction or developing initiatives become intellectually and emotionally committed. They have ownership. They are able to combine the organizational initiatives with their personal goals for maximum effectiveness.

Summary

Abraham Maslow gave us a model of human development that has been empirically proven over time. Effective CEOs use this knowledge to shape their interpersonal communication and organizational culture.

They build an organization where employees are inspired by the company's vision and direction. They share decision making to encourage strong commitment.

This leader understands the needs of his employees and leads with a "Servants Heart." As employees fulfill their unique potential they build strong personal motivation.

The benefits of developing a culture where personal and organizational goals are intertwined are significant.

- Companies save money by helping employees become clear and energized in their personal goals. Examples of how to accomplish this are: preventing key employees from leaving or reducing health insurance costs.

- Management builds high performance teamwork.

- Individuals who improve their skills and effectiveness never return to previous levels.

The bottom line - a highly motivated team achieving personal and organizational goals generates outstanding results and builds strong competitive advantage for the organization.