

Team Tip of the Month

Maintaining High Team Morale

Team recruitment is only one side of the coin when it comes to meeting your membership goals. As you will soon find out keeping your team members in high spirits is a full-time job. It takes a very skillful leader to understand that dealing with people requires tactics and patience.

In trying to maintain high team morale kindly keep the following in mind:

1. **Keep your team busy:** In order to sustain the momentum gained by your team it is absolutely important that you keep your members busy. Delegate tasks and duties in such a way that the burden of running a team is evenly spread among the members.
2. **Show appreciation:** Take time to recognize deserving team members. Many times leaders tend to forget that it takes a team to achieve results and that individual members want to be recognized for their efforts. Once team members feel appreciated they will be more willing to give off their best. You can show appreciation by taking deserving members to lunch, award certificates or plaques, give them gift cards etc.
3. **Diversify the pool of benefits:** It is important for your team to constantly review your activities and how team members benefit from those activities or events. Organize career/recruitment fairs, media appearances, speaking engagements, parties etc. with the aim of ensuring that your members don't get bored and drop out from the team.
4. **Allow open communication:** There is a need for your team to allow members to freely air their thoughts, ideas and grievances to ensure that they feel heard. Providing an atmosphere where opposing views and ideas are allowed to see the light of day is necessary to maintain a healthy team with high morale.

Keep in mind that recruiting members is just one side of the coin, keeping them busy, engaged and enthusiastic is another thing altogether.