

Pride is a form of human/organizational capital . The challenge is how to instill it, use it, and maximize it throughout the Dept.

Departmental Pride

Individual Pride

- Organizational Pride leads to**
- Loyalty to the Org.
 - Higher morale
 - Increased participation in problem solving
 - Sense of ownership, “the Dept. is a reflection of me” mentality
- ALL OF WHICH SERVES YOU, THE DEPT. AND THOSE YOU SERVE WELL!

- Individual Pride leads to**
- Job expectations met or exceeded
 - Employee takes ownership of their specific task
 - Employee regularly innovates
 - Less stressful work place
- ALL OF WHICH SERVES YOU, THE DEPT. AND THOSE YOU SERVE WELL!

Establish why the work you do is important, its value and impact on the community.

Clarify to the employee the importance of their specific role and why their task matters

Regularly reinforce the value

Establish job specific, objective, measurable performance standards

Establish why your dept. is any good at the work (different than the work being important)

Regularly measure or provide a “score” card so that employees know if they are winning or not

Establish Dept. wide measurement of the effectiveness of your Dept.

**Remember to ask yourself:
*Why should my people be proud to work for me?***

Celebrate in informal and formal ways, those that meet and exceed the standards.
Coach those that do not meet the standard using the coaching techniques that have been discussed

Regularly communicate “how we are “measuring up” as a Dept.

In all instances ensure that the standard is being applied equally and consistently

- Regularly communicate above and beyond performance of individuals and sub-groups within the Dept.
- Newsletter
 - Month above and beyond memo
 - You Tube message from the Director

PRIDE

