

# Culture, Motivation, and Aligning Goals With Strategies

Applying your organization's vision and strategy, while building effective company culture, is vital to successful leadership. If you focus solely on daily productivity in a nose-to-the-grindstone fashion, you neglect the crucial ingredient of building morale and motivating your employees to greater productivity and increased engagement. This module concentrates on the skills you need to strike just the right balance. You will learn how to work to strategic objectives and help your employees create complementary goals.

## Learning Objectives:

- Describe cultural norms within your organization and work group.
- Describe two essential components of vision and strategic plans.
- Implement strategies to align departmental goals with company goals.
- Follow a process to develop a communication and integration plan for goals.
- Create a departmental purpose statement using a three-step process.
- Design goals that align and integrate daily work with the organization's vision, mission, and strategy.
- Link vision and strategy to employee engagement.
- Explore the use of motivational theories to create engagement.
- Use the motivational concepts of praise and consequences to increase productivity and foster engagement.
- Recognize the impact of generational trends when motivating the workforce.



**CEUs:**

1.4 (14 hours)

**HRCI Credits:**

14 HR (General)

**SHRM:**

14 PDCs

## Learning Options:

- Classroom training
- At your location

## Who Should Attend:

- New and experienced supervisors, managers, and professionals as well as for individuals with management potential looking for in-depth strategies with practical application.

## Learn. Grow. Succeed.

Delivery options include learning at MRA, at your location, or online.  
Contact MRA to explore how this program may be customized to your unique individual and team training needs.



[www.mranet.org](http://www.mranet.org)

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**MRA**  
Where HR Means Business.

# Course Outline

- Determine what organizational culture is and why you should care about it
- Investigate the relationship between organizational culture and employee motivation
- Define what vision and mission are and why they are important
- Establish your departmental mission/purpose statement
- Align with your organizational strategy as your motivating force
- Explore organizational strategy case studies
  - ◆ Apply takeaways and best practices to your own organization and role
- Dispel motivational myths
- Build a plan for engagement using the MRA Human Needs Model
- Identify motivation techniques and tools
  - ◆ Praise, recognition, consequences, and tips for different generations

“ Knowing how to properly motivate my employees is one of my greatest challenges. Now I can use what I learned in this class to work on learning what motivates them to improve themselves.”



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