



Gulf Coast Sun Beams

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Employee Motivation

Does money have any bearing on how hard you work? Sure it does. It plays a key role in everyone's motivation. However, money or pay is only one influence on our incentive to work harder. Other influences are: Having a positive environment; creation of interest; praise for jobs well done; and the feeling of being important.

Since most of you reading this article are managers of a golf facility, you are, more than likely, self-motivators simply by the position you hold. Unfortunately, our employees are not always motivated. Therefore, we, as managers, must constantly search for ways to keep them happy with their jobs and themselves.

One of the first things I did when I took over as a manager was clean up the crew quarters as well as the entire operations center. Later, the company bought first class uniforms. The idea was to create a healthy, positive environment.

After a good environment is established, you must get your employees interested in their job. One way we can interest the crew is by educating them on what end product we are after, how to get there, and encourage them to give ideas of their own. Then, when someone does have a good idea, use it and it will send the moral sky high. Rotation of jobs is another useful tool in keeping

interest high. This will add some variety to their daily routines.

Accordingly to Haimann-Hilgert, authors of the book "Supervision", the feeling of being important and receiving praise for a job well done ranks higher than pay, on crew moral. Posting letters or articles, with positive comments concerning the golf course or club, in the crew quarters is a way we can praise our crews, as well as giving "pep talks".

Most, if not all, of the more successful business organizations have an employee of the month. Golf businesses can implement this idea at no cost. This can be done by installing drink machines and using the profit as an award each month to the Employee of the Month.

The most important aspect I've learned as a manager of people is to screen out people with negative attitudes during the interview. If there are employees with bad attitudes, try to work out the problems with them and if all fails, terminate them. One negative person can grow into ten negative people.

Remember, if your club cannot pay enough money to motivate your employees, create a good environment, praise the crew for their performance, when due, and make them feel important. Positive actions create positive results. ■



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