

Motivating your team

Change only succeeds when it becomes embedded in day to-day ways of working – and that requires a critical mass of people changing the way they work. Achieving the tipping point requires engaging people at scale – and that involves equipping them with skills and capabilities to deliver the outcomes.

How to do it

Supplement your communications plan with other actions designed to motivate people to embrace the change. Here are some examples:

Change the symbols	Make symbolic changes to signal that things will be different and better. This may include moving people to different workspaces, adding posters showing what is important to the organisation, changing screen savers, etc.
Create heroes	Creating positive examples can be a powerful way to signal that change will be rewarded. Highlight and applaud people who are demonstrating the change in a positive way.
Create incentives and rewards	Incentives and rewards can be tangible or intangible, such as opportunities for training or recognition. Create clear criteria and follow through on your promises. Criteria should be based on the public sector values and behaviours. To be effective, incentives must be allocated transparently and fairly.
Celebrate milestones	Celebrating milestones can be highly motivational. It creates a sense of achievement and recognises the hard work done to date.



Instructions for motivating people to deliver

[Read about identifying change levers for a more exhaustive set of actions](#)

