

## Motivate your manager!

**Help your manager help you  
make us all successful!!!**

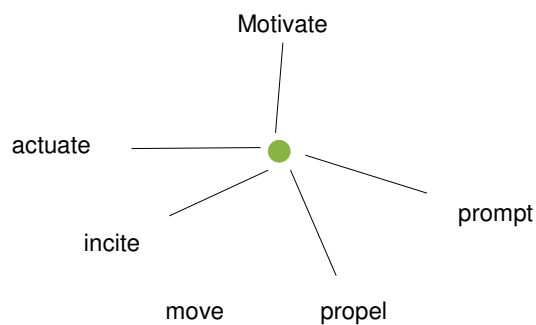
***Dr Lynda Bourne, PMP, FAIM  
Stakeholder Management Pty Ltd  
Melbourne Australia***



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## Motivate...



**NOT JUST FOR STAFF!!**



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## We know what motivates teams!

- Empowerment
- Acknowledgement
- Information
- Learn something about their personal life
- Try not to steal their personal time



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WE MUST  
LEARN TO NOT  
ONLY TO HELP  
OURSELVES  
*BUT*  
HELP OUR  
MANAGERS  
HELP US



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## Why is managing upwards difficult?



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## The paradox of leadership



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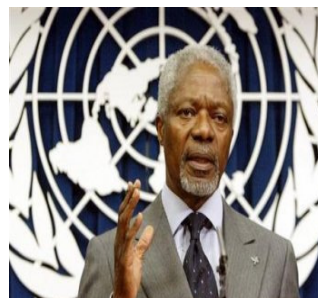
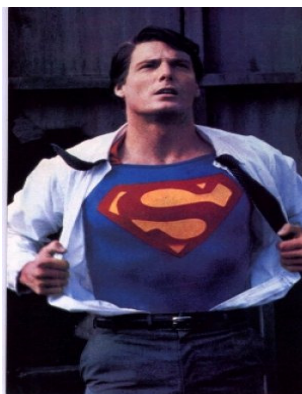
## Leaders have to make decisions



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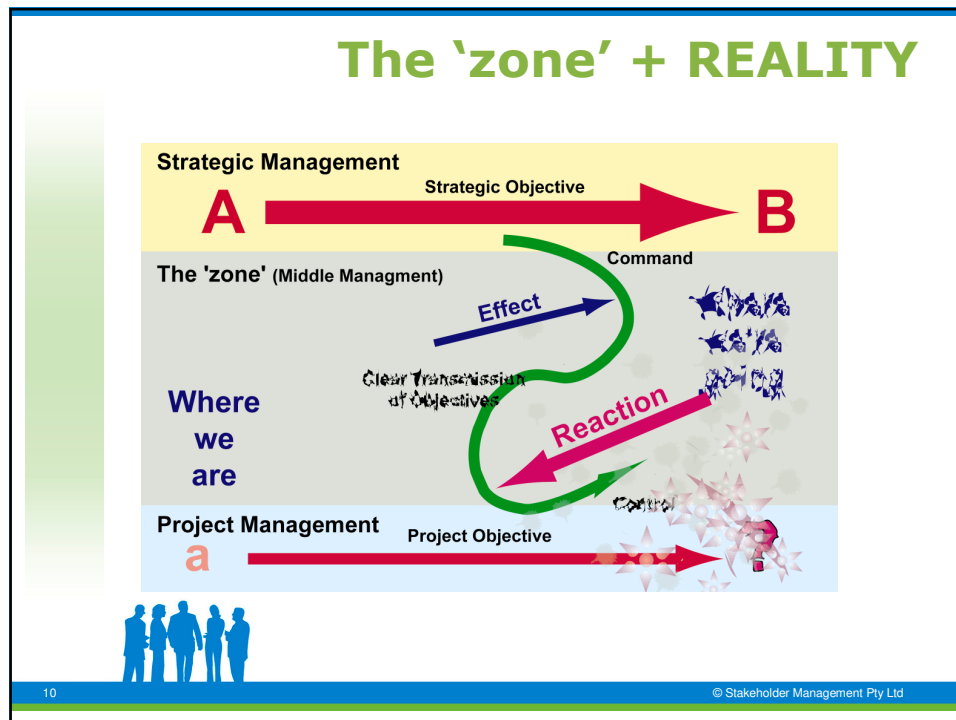
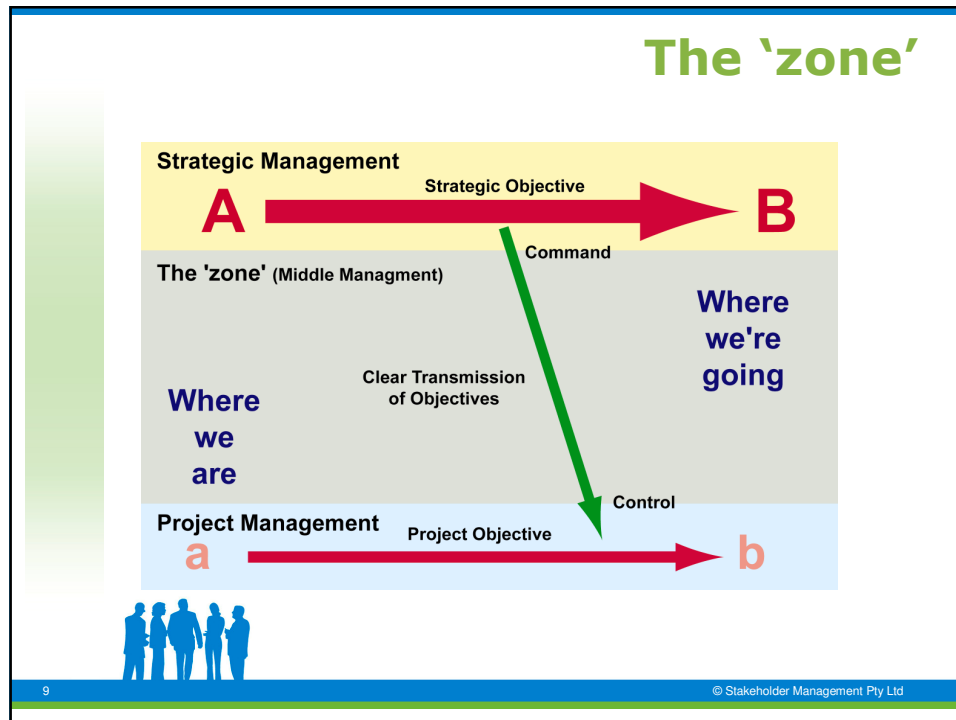
## The manager's dilemma

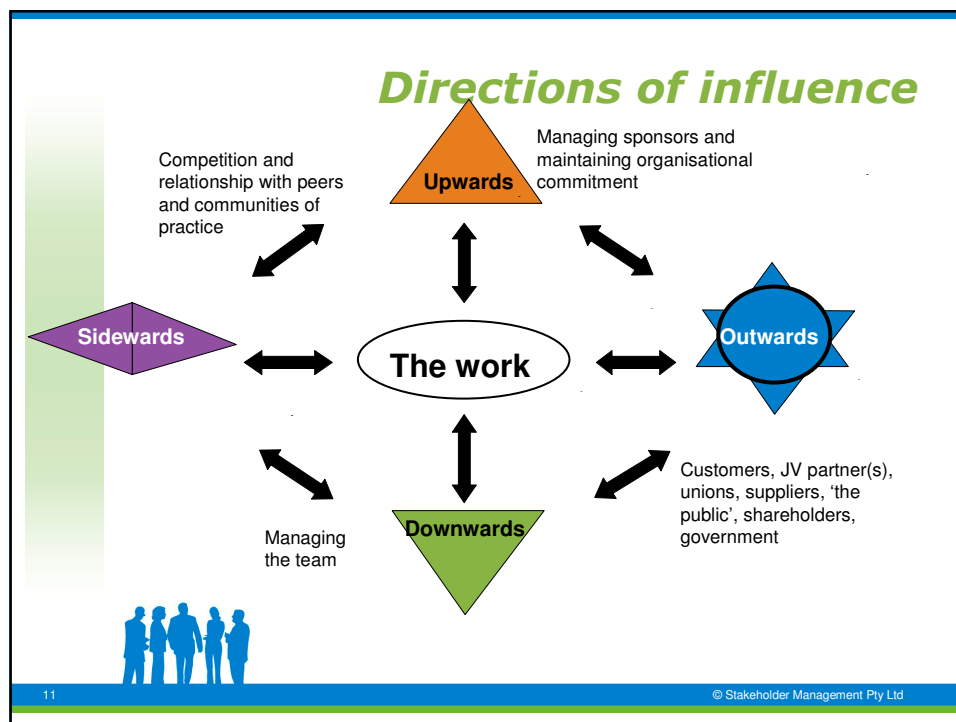


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## House of Commons enquiry (2008)

- **Willie Walsh:**  
CEO then
- **'steam-rolled'**  
implementation
- **Industrial  
relations issues**
- **"no bonus  
2008, 2009,  
2010"**



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## Communication and information

- Purposeful,
- Targeted
- Appropriate
- Monitored for effectiveness
- Culture



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## Culture



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## Diversity



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## Social Media



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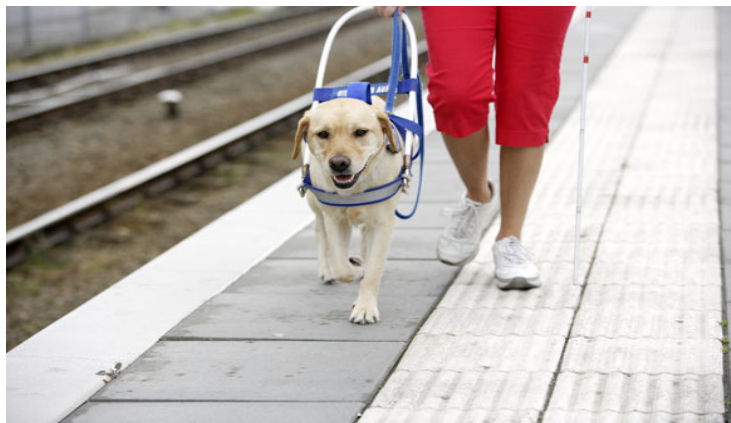
## Training your manager



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## Intelligent Disobedience

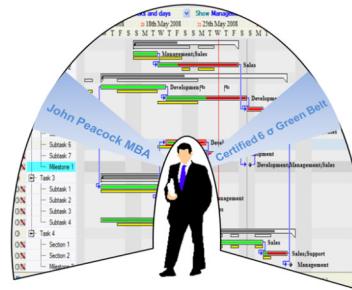
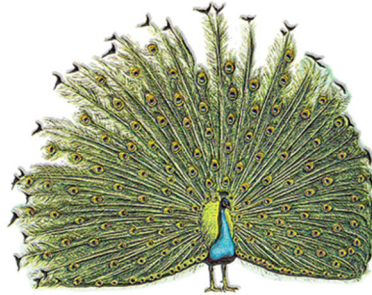


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## The Peacock and the manager



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**Rattlesnake:**  
*political; protectors  
of territory; eternal  
bluffers*

**Triceratops:**  
*satisfaction from  
seeing change fail  
(‘the only sane ones’)*

**Lion:** *in charge; and  
feared; defeating a  
challenger*

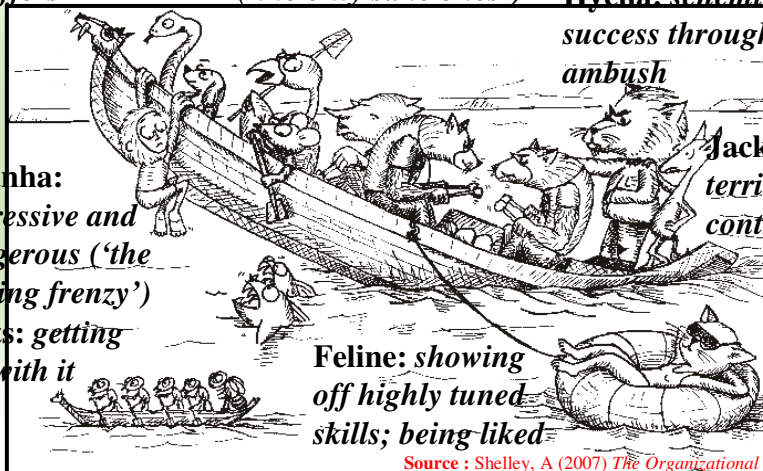
**Hyena:** *scheming;  
success through  
ambush*

**Piranha:**  
*aggressive and  
dangerous (‘the  
feeding frenzy’)*

**Ants:** *getting  
on with it*

**Feline:** *showing  
off highly tuned  
skills; being liked*

**Jackal:**  
*territorial;  
controlling*



Source : Shelley, A (2007) *The Organizational Zoo* [www.organizationalzoo.com](http://www.organizationalzoo.com)

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## How the organisation can help

- Support the transition to the 'C suite'
- Building the sponsor culture
- Removing the idea of 'risk = bad news'
- Acknowledge that it takes time to engage stakeholders
  - People, funds, training



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## Summary

- How to motivate your managers?
- Understand their drivers and expectations
- Credibility and trust
- Information, information, information
- Know that there is no *silver bullet*
  - Just strong sustainable relationships

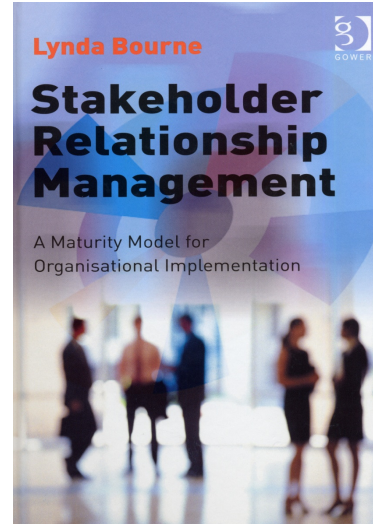
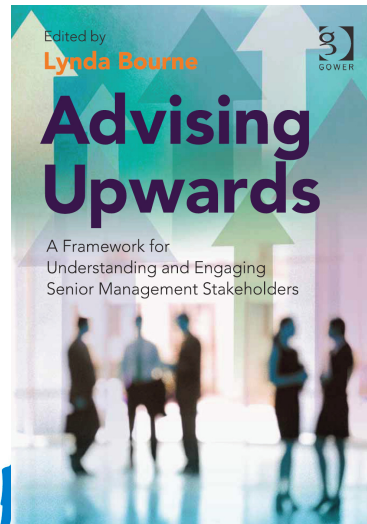


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## A shameless plug!!



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