

Motivation

Aiming a team at better work and loftier goals is no simple matter. The key to moving a top performer to a higher level is different from the key that moves a brilliant, if erratic, staffer into smooth excellence. How do you motivate the range of talents in a news organization?

William Hearst III

You have to have an ear for what kinds of satisfaction really matter to [people] and then try to find ways for them to get to their own goals. With the real self-starters, they'll tell you. And with all people, you've got to make them feel that they're part of a winning team.

Tom Johnson

What I ask of employees is this: Give me your very best. We all have a different "personal best." Some of us can leap to different heights.

Sandy Rowe

We have a tendency to not spend enough time with our best people. You have to give them regular feedback. They have to believe in your ability to help them be better, because that's what it's all about.

Mark Whitaker

Journalists are like everybody else. They want to feel that what they do makes a difference. If you can really help make sure that their stories break through and get the attention that they deserve, I think that is a huge motivating factor.

Steve Isenberg

I believe in the heart of every person is an insecurity. I believe in the heart of every person is a need for recognition. Some people write a short note to a high performer who keeps that note forever. It depends what's said and who's saying it.