



WIFT: What's In It For
Them?

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I am fortunate to have had a wide array of experiences when it comes to sitting down and speaking with leaders. Whether it was from the vantage point of an instructor or on the opposite end of an eager listener I am always interested in hearing individuals' views and strategies when it comes to one of the most important focuses in business: Motivation.

Every year there is a new idea or concept that floats through organizations on how to get the most out of the individuals employed; however I feel that often times one of the simplest concepts is overlooked in place of the newest trend. The simple question that needs to be asked is "What's In It For Them?" (Or WIFT for short)

There is no more of a core motivation than WIFT. When we peel away all the layers of motivation in an organization, beyond the trophies/gifts/money/etc. we find it all boils down to what is in it for the individual being recognized. Embracing this concept can help us further two main objectives: What is the best way to generate motivation for the task at hand and what is the best way to recognize our people for the completed task?

Getting a project completed is often times much less challenging than getting a project started. By applying the WIFT method an individual can create better leverage to gain acceptance for a project and/or have its urgency raised. By understanding what all parties will gain out of the project for their individual self or areas an individual can increase his/her likelihood of success when presenting new ideas.

Individual recognition is important to any organization but becomes increasingly effective when we apply the WIFT method. When considering the individual being recognized an organization can take into account personal knowledge about the employee. Is the person a golfer? Perhaps they would enjoy a gift certificate to their favorite course rather than that \$50 company fleece that they were going to get. That individual will now attach a much larger personal value associated with the organizations incentives.

Wrapping up this short excerpt on the WIFT concept I'll share an example from a Eureka! Ideas Group partner. When strategizing with the partner we suggested a personal recruiting program for the individuals in their martial arts school. Knowing students personalities we knew we needed an incentive to make the program work. We also knew that they were proud of their academy so we offered the incentive of a free team t-shirt to anyone who signed up a friend for a year contract. The academy generated an additional 7 students within the first month by understanding WIFT!