

How Collaboration and Motivation Lead to Organizational Success



Northwestern University

- Private School in Evanston IL
- Faculties in Arts and Sciences, Engineering, Journalism, Communication, Education, Music, Business, Medicine, Law
- 20 to 25,000 students
- 42% of students are First-Gen, Low Income (Pell), or BIPOC
- Over 60% of students receive some financial aid
- 25 Staff Members
- 95% + Placement Rate

Challenges in Successful Post- Graduation Placements

**Student Preparation and
Academic Curriculum**

Student Effort

**Economic Conditions and the
Job Market**

**Finding Job is Low Yield
Process**

Difficulties Faced by Career Services Offices



Northwestern University

Limited Resources

High Demand for Services

Increasing Pressure to Deliver Measurable Outcomes

Change is Constant

What Motivates People?

- Motivation quality is more important than quantity
- Controlled Motivation: Carrot & Stick
 - Shortest Path to success
- Autonomous Motivation: Willingness and Choice
 - Interest/enjoyment & Deeply Held Values and Beliefs

Autonomous Employees/Colleagues

- More creative
- Better problem solver
- Performance will be better
- Emotions will be more positive
- Associated with better health

Collaboration and Staff Development

- What & How versus the Why
- Clarity of Role or Relationship
- Recognition
- Communication

What/How and the Why

- Results and Plan
- Objective/Logical
- Short, Medium, and Long-Term
- Subjective
- Values Driven
- Provides Context
- Rationale

- Analytical versus Values-Based Decisions
- Resources must match expectations
- Autonomous Staff are more likely to struggle with ownership and limited resources

Recognition

Acknowledge accomplishments with timely, specific, genuine, and personal praise

Recognition can occur on many levels – supervisor-supervises, peer-to-peer, cross-department, cross-university

To change behavior, 3 positive statements for every corrective statement

Successes belong to the staff and team, failures are my responsibility

The background is a complex, abstract geometric pattern composed of numerous triangles in various shades of purple and blue. The triangles vary in size and orientation, creating a dynamic, low-poly aesthetic. The colors range from deep, dark purples to lighter, almost white blues, with many intermediate tones. The overall effect is a textured, crystalline surface.

Build Your Community