

## Living in the Real World While Working Towards the Ideal

Everyone who works in business, from CEOs to entry-level employees and everyone in-between, understands that business, by its very nature, requires hard work, collective productivity/teamwork, and consistent vigilance in order to ensure that the business remains fiscally viable and financially stable, and, even more importantly, that the business is as profitable, financially rewarding, and as lucrative as possible.

When a business thrives, each of the business's employees benefits to one degree or another, primarily financially. And, although a manager or a business owner may understandably find it disappointing when one or more of his or her employees is responsive only to the type of motivation that the potential for financial gain can provide, it is important for managers/owners to keep in mind that some of their employees inevitably will, at one time or another, temporarily lose the motivation and spark that they once had, and that during those times, there's nothing wrong with encouraging the one type of motivation that the employee in question will respond to.

The promise of tangible benefits such as financial gain is sometimes the only thing that can successfully boost productivity and motivation in employees who are struggling to be as productive as they need to be, or who aren't thriving in the context of their team of coworkers, or who are clearly not motivated by any of the factors and goals that they once were.

Although such motivation isn't the ideal, and isn't the sort that a manager or a business owner wants to see in his or her team, a successful manager must be able to roll with the punches, to improvise, and to deal with reality while simultaneously working towards achieving the ideal future they aim to create alongside their team.

And, chances are, the employee who temporarily lost his or her drive and motivation will soon find it again, and the manager or business owner will then have some time and space to work towards their goals and ideals, at least until the next bump in the road comes along. But at least they will be prepared, and won't let temporary difficulties or challenges distract them from working towards the kind of success that they know they and their team can and will achieve in the not too distant future.