

## The Corporate Marathon; Maintain Your Focus

By Ben Thompson

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*As Sunday's 10,000 runners from the Sydney half marathon will know, completing a marathon takes incredible mental discipline, passion and an intrinsic desire to achieve what is a difficult but ultimately fulfilling goal.*

For Ben Thompson, Chief Executive Officer of Power2Motivate Asia Pacific and sometimes half marathon runner, the similarities between the focus of endurance running and achievement of business objectives are hard to ignore. "To get your business to where you want it to be, there is a requirement for all of your people to pull in the one direction, and to show great discipline in what they do each and every day, much like the discipline required to run 21.1kms".

"Ultimately, gearing your people towards the achievement of company objectives is not something which can easily be achieved" Thompson continues. "In fact, to truly align employees to your corporate objectives you need your employees to be engaged in their work. Employee engagement is not given to you on a platter; it is something which must be nurtured".

Nurturing engagement and subsequently a disciplined, passionate and committed workforce requires a strong and well planned employee engagement strategy. Thompson is adamant that people manager's must implement an employee incentive program as a core element in the motivation of employees. "Successful companies now realise that providing incentives and motivators for success in each individual's role is essential to the ultimate success of the business, and allows individual employees to join in the sense of accomplishment and victory, when personal or company goals are achieved." Fortunately, in the modern realm of reward and incentivisation, there are cost-effective but very effective products on the market which help Manager's to nurture employee engagement.

"Innovative platforms, such as Power2Motivate can assist your leaders in providing the drivers and incentives required for their team to achieve their goals, without the any overheads or maintenance fees." comments Thompson.

Managers simply need a system which is cost effective, easy to administer, and ensures consistency and equity for all employees in the long term. "There's definitely truth in the old saying – it's a marathon, not a sprint, and P2M can remove the obstacles preventing you from crossing that finish line!"

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Power2Motivate - Delivers unparalleled value, outstanding results driven service and an unsurpassed range of features and rewards in the area of Employee Recognition, Channel Partner/Sales Incentives and Customer Loyalty.

P2M's "No Barriers"—"No Fees" approach has taken the mystery out of Incentive Management and puts program control firmly in the hands of the client. P2M's clear and equitable pricing model is a welcome approach to clients tired of high fees

Category Business, Human Resources, Services

Tags rewards, engagement, power2motivate, ben thompson, Online, recognition, sydney half marathon, employee, human resources

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