I'm not robot	reCAPTCHA

Continue

Hard vs soft news

Not long ago we were on a flight from Las Vegas when we overheard a fascinating conversation. The flight attendant who had welcomed us on board was energetic and upbeat, a true ambassador for the airline. He was so atypical, in fact, that the two men seated behind us asked if they could send a note to corporate and get him recognized. His good nature faded as he grumbled, "Thanks, but don't bother. We have a recognition system, but you need about three billion points before you can get anything worthwhile. I have maybe two hundred and eighty thousand points, which I think is like a \$50 gift certificate. "Here was an amazing employee who was persevering despite the airline's lousy job of thanking him. Did he have more to give? Maybe. Was he dissatisfied, disheartened, and even dismayed with the lack of acknowledgment for his great work-and did that make him a potential turnover risk? Without a doubt. He was motivated by recognition, but his company sucked at it. For the past few years we've studied more than 850,000 people for our new book What Motivates Me. We found a good percent of working Americans admit they would work harder if they simply received more pay or stock options, just some specific and sincere thanks now and then. The problem is this: The soft stuff is the hard stuff for most managers. But there is good news. We've seen appreciation done right in some of the world's best organizations. It helps solidify a culture of constant reinforcement. After all, culture is about behaviors, plain and simple, and recognition is about reinforcing the right behaviors. That's why it is so important to your team's success. Most managers want to create cultures where their teams perform up to capacity, but few grasp that for a culture to really take off, teammates must encourage each other on a daily basis too. The answer is in rooting for each other-for every worker on every line, in the field, behind every desk, answering every phone call. To know they are on the right path, workers need acknowledgment not only from you, their immediate bosses, but also from peers. Many companies in recent years have amped up the top-down type of praise, and we applied their efforts, but manager-to-employee and peer-to-peer recognition fulfill separate human needs. Workers want to know that their bosses see their effort and truly value it. This ties in to feelings of job security, well-being, and opportunities for development. But employees also need the affirmation that their coworkers see them as trustworthy, dependable, creative and resourceful. This reinforces that they have friends at work, that they are accepted, and that others have their backs. When we visited Zappos.com headquarters, leaders explained that most of their recognition programs are peer-to-peer. For instance, call center managers Rob Siefker and Maura Sullivan told us about SNAPS recognition, which happens in their customer loyalty teams. SNAPS stands for "Super Nifty And Positive Stuff." Siefker said, "The lead supervisors and managers hold Zuddles [Zappos huddles] with our teams. It's quick--what's going on in the call center, are there any big-ticket items we need to discuss, big news that we need to pass down--and then at the end we do SNAPS. There's a little box in the call center and people write things that someone else did that was really cool. These are read during the Zuddles and then the person is publicly recognized on the spot. It's peer-to-peer. Then we all snap our fingers." (Sullivan and Siefker demonstrate for us and it's 1950s Greenwich Village poetry-reading cool.) What we witnessed at Zappos is an entire ecosystem of appreciation and rooting for each other that mitigates natural infighting and jealousies. Imagine going to work in an environment like that. The work is demanding, of course, but along the way you are encouraged by not only your boss but your coworkers. There are celebrated milestones everywhere that keep you glued to your job. You want to stay and make a difference with people you like and who like you. We've seen the power of effective recognition spread throughout a culture, creating a place where employees are willing to give their all and put down roots because they know their contributions will be celebrated. A key starting point is making regular award presentations when others go above and beyond-these happen at least daily in the best teams we've studied. When you present an award, remember our acronym STEP: Tell a Story about the person's accomplishments. What did the person have to overcome, what tough customer issue did they face, etc. Gather people Together. Praise is public, criticism is private. The team in attendance will learn as much or even more than the person being thanked. Emphasize one of your core values. Ensure your award ceremonies recognize only results that are important to the organization. Personalize the moment. What award can you present that the person will value? Where can you hold the presentation that is meaningful? What colleague could you invite to add color to the achievement? Contact Arkadium, the provider of these gamesBuilt especially for crossword puzzle aficionados looking for a highly demanding daily brain challenge! Enjoy honing your crossword skills with this free daily crossword edited by Stan Newman, America's foremost expert in fine-tuning crosswords to a high level of toughness-but-fairness. Each of Stan's Hard Crosswords have a tricky theme, few easy clues, lots of subtle wordplay and misdirection, and require a broad range of general knowledge. So don't say we didn't warn you -- these are some seriously hard free online crosswords! Good luck! O SlideShare utiliza cookies para otimizar a funcionalidade e o desempenho do site, assim como para apresentar publicidade mais relevante aos nossos usuários. Se você continuar a navegar o site, você aceita o uso de cookies, Leia nosso Contrato do Usuário e nossa Política de Privacidade. O SlideShare utiliza cookies para otimizar a funcionalidade e o desempenho do site, assim como para apresentar publicidade mais relevante aos nossos usuários. Se você continuar a utilizar o site, você aceita o uso de cookies. Leia nossa Política de Privacidade e nosso Contrato do Usuário para obter mais detalhes. Many of the credit card offers that appear on the website are from credit card companies from which ThePointsGuy.com receives compensation. This compensation may impact how and where products appear on this site (including, for example, the order in which they appear). This site does not include all credit card offers. Please view our advertising policy page for more information. Editorial Note: Opinions expressed here are the author's alone, not those of any bank, credit card issuer, airlines or hotel chain, and have not been reviewed, approved or otherwise endorsed by any of these entities. Even though it is a tough job since all stories fall into more than one category, news stories are mainly classified into two broad categories. Hard News and Soft News. Hard news refers to the news stories that have an big impact at the society as a whole and need to be reported urgently. They are factual stories with data, concerning events that are potentially available to analysis. Examples include news on politics, crime, economics, international affairs, natural calamities, riots etc. Soft news on the other hand refers to the stories that provide other background information about world events, human interest stories or entertainment news. Since these do not deal with serious subjects, they are labelled as "soft". Examples include sports news, celebrity news, or human interest stories that deal with emotions. The writing styles for both of these differ significantly, as the hard news stories are supposed to be strictly objective, and do not follow the Inverted Pyramid structure of writing. Soft stories can be, and are editorialised. They can be subjective, and do not follow the Inverted Pyramid. This distinction is not straightjacket; sometimes it becomes very difficult to distinguish between the two. For example, where do we classify a story done on the personal lives of politicians? Another key difference is about the deadlines provided to the journalists. A reporter covering a hard news story is given a much tighter deadline, owing to the urgency of the coverage. Soft news can also be a timeless feature-for example an article on "The Benefits of Chocolate", "Tips To Loose Weight", etc. can be published at any given point of time. The writing style here is much more flexible. Click here for government certification in Media Home Literature Journalism

