

Advance News Magazines

Lifting Morale

By Suzanne Chang

If people have fun and are passionate about their work they are going to be more productive and creative in their field. That's the universal message that Joel Zeff sends to listeners of his humor-driven motivational speeches.

A former journalist and public relations executive who has made a name for himself as a motivational speaker, Zeff delivered a presentation at the June ASRT conference in Dallas. He energized the crowd of technologists and their managers with his talk on "Team Building for People who Hate Team Building." Zeff recently spoke with ADVANCE and offered his suggestions for keeping up morale among radiation therapists and technologists across the United States.

Ultimately, Zeff pointed out that employees in the radiological field need to have positive support and opportunity. Fun and passion will bring productivity and creativity along with it. Communication will be better and employees will excel in team work and leadership, Zeff said.

Zeff knows that creating this bond of passionate employees is hard to do, but it is not impossible. When you give employees support and opportunity it is amazing to see what people accomplish, he said.

"Those are the two things that we don't give each other enough of. So I suggest that people go home from work and think, "Did I give positive support and appreciation to the people that deserved it today?" Zeff said. If the answer is no, Zeff suggests sending an email, leaving a voice-mail, or stopping by their workstations the next day.

The biggest problem in the workplace seems to be that people naturally focus on the negative aspects of the day.

"We all want to work in a passionate, energized environment, but we find ourselves in a frustrated situation. People must focus on the positive and that will increase the passionate environment we all want to work in." he said.

It is also important to listen to everyone you come in contact with, whether it be co-workers, patients, or vendors, Zeff added.

A considerable part of Zeff's motivational program is dedicated to a listening exercise, in which everyone discovers that by being a better listener, creativity, fun, and team work increases.

"When you start with the foundation of being a better listener, other positive things occur." he said.

When Zeff talks about "fun" and "humor" in the workplace he doesn't mean everyone should have to run around telling jokes while blowing up balloons; he describes it as more of a positive attitude and being open to changes.

"Fun is different for everyone; you have to figure out what makes you happy. Makes a goal to be happy and focus on what makes the day special. Humor is attitude of knowing what is important.