

motivation inspiration

How to get your employees to go the extra mile

If you're a CEO, motivating yourself is a no-brainer. You lead the pack because your business is your passion, but your employees might be a different story. How can you make them see the finish line, not just the next hurdle? SmartCEO asked local leaders how they've inspired their staff to go the distance and then some.



LARRY
WEINBERG, CEO,
BOWA

It's our philosophy at BOWA that, in general, owners of companies are more motivated than just employees. We want people who have a stake and, basically, are owners in that mindset, versus, "This is just my job." So what we have done is tried to turn everybody at the company into an owner, to some extent. We have an ownership program, depending on your position in the company and your longevity, but everyone from laborers to the CEO has the opportunity to be an owner. Because of that, we have about 22 owners. Some of them are not high ownership percentages, but they're owners nonetheless. They share in the goals and vision, and they share in the success.



Required Reading for Growing Companies