

**PSE** PUGET SOUND ENERGY  
The Energy To Do Great Things

**“Motivation in the Workplace”  
PSE Customer Services Overview**

Corina Stretch  
[www.pse.com](http://www.pse.com)

### Puget Sound Energy

- Headquartered in Bellevue, Washington
- Currently, an investor owned gas & electric utility (NYSE:PSD)
- As Washington state's oldest and largest energy utility, with a 6,000-square-mile service territory stretching across 11 Washington counties, primarily in the Puget Sound region, PSE serves more than 1 million electric customers and nearly 700,000 natural gas customers.
- Strong residential base

### Call Center Facility (Bothell location)

- 325 employees
- 75,000 square foot facility
- Activities
  - ◆ Customer Access Center
  - ◆ Exception/Special Billing
  - ◆ Payment Processing
  - ◆ Credit & Collection
  - ◆ Customer Service Training

### Why Motivate?

1. Increase productivity
2. Show we care
3. Increase Morale
4. Reduce Turnover
5. Reduce Burnout
6. Reduce Stress
7. Increase Customer Satisfaction
8. Collaborate Teams – No silos
9. Encourage Growth
10. Easier to come to work in positive atmosphere

### Differences of generation values, beliefs and attitudes

- Not everyone WANTS the same thing but everyone NEEDS the same thing. What NEEDS are you fulfilling for your employees?
- According to Dr. Stephen R. Covey, there are 4 needs of all people
  - ◆ For the Body – To Live
  - ◆ For the Mind – To Learn
  - ◆ For the Heart – To Love
  - ◆ For the Spirit – To Leave a Legacy
- The only way to know how to motivate to generation values, beliefs and attitudes is to ASK!

### 10 tips for questionnaires on employee motivation

1. What is the 'primary aim' of your company?
2. What obstacles stop employees performing to best effect?
3. What really motivates your staff?
4. Do employees feel empowered?
5. Are there any recent changes in the company that might have affected motivation?

**Continued.. 10 tips for questionnaires on employee motivation**

6. What are the patterns of motivation in your company?
7. Are employee goals and company goals aligned?
8. How do employees feel about the company?
9. How involved are employees in company development?
10. Is the company's internal image consistent with its external one?



**Best Practiced Questions to ASK!**

- Ask questions to establish how clear they are about your company's principles, priorities and mission.
- Ask if motivated by financial rewards, status, praise and acknowledgment, competition, job security, public recognition, fear, perfectionism, results...
- Collect information from employees about their fears, thoughts and concerns relating to these events.
- What motivates you in the workplace?
- What de-motivates you in the workplace?



**5 Questions to help you gauge your motivation**

1. Are you part of a team that makes you feel good?
2. What are the details of your daily tasks you most enjoy and how can you incorporate more of those into your life?
3. What are the details of your daily tasks that you hate and how can you do less of those?
4. Can you end each day by envisioning the positive outcome of your work and the successes, even the smallest ones?
5. Can you see the long-term rewards of what you're doing?

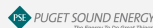


**Identify the gaps**

- Gaps in Leadership? – TRAP
  - ◆ Inconsistency among leadership team.
  - ◆ Assuming others will motivate
  - ◆ Assuming they will motivate themselves
- Gaps in employees? – Work ethics
  - ◆ Builders
  - ◆ Existors
  - ◆ Cutters

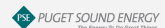


- People often say that motivation doesn't last. Well, neither does bathing.. that's why we recommend it daily.  
Zig Ziglar
- Yesterday is History, Tomorrow is a Mystery, Today is a GIFT, it's your PRESENT – Kung Fu Panda



**Sustaining rewards and motivation**

- Why is it hard?
  - ◆ Time to spend
  - ◆ Money/Budget
  - ◆ Too much work/too keep it up
  - ◆ Fizzle/no more enthusiasm
- What can you do?
  - ◆ Recognize the small things
  - ◆ Appreciate daily
  - ◆ Change committee members/Quarterly/daily



### Seek advice and strategies from other companies

- PSE Created new committee "Motivate in 2008"
  - Management
  - Resource Coordinators/Business Analysts
  - Shop Stewards
  - Agents
- Best practices, LLC [bestpractices@best-in-class.com](mailto:bestpractices@best-in-class.com)
- Dr. Stephen R. Covey [www.stephencovey.com](http://www.stephencovey.com)
- [www.businessballs.com](http://www.businessballs.com)



### PSE Answers to: What motivates you in the workplace?

1. Addressing the positive in a negative, finding solutions to issues , consistent acknowledgement in efforts of working a tough job. Saying Thanks and job well done ! Pointing out the good efforts and a good that you do.
2. When someone from leadership says something positive to me during my work day when I am in the act of doing my job.
3. Friendly up beat, happy employees Safe & clean place to work. Parties at work, Able to talk to your lead/supervisors without repercussions
4. Being able to do different things other then my assigned job
5. When the company makes me feel like an individual. Short term Goals.
6. I am also motivated when I am recognized for my abilities & backed up in with my decisions by management.
7. Teamwork & a compliment from management when I've done a good job.
8. Encouragement, praise of course, the feeling that I have done the job well and really helped someone, that somehow I have made a difference. And of course the very bottom line is the need to pay the bills and have a life.



### PSE Answers to: What De-Motivates you in the workplace?

1. Focusing on negative, Stats /percentages that always seem to be looming overhead, micromanaging.
2. Other co workers not contributing to team work or the overall progress toward the goal.
3. Work related stress... feeling overwhelmed by the work unable to get finished because of the volume of calls....getting off a call and feeling like I have been beat up by the caller (doesn't happen often).
4. Micromanaging
5. Worries about having your lead/supervisor not understand when you are trying to learn something or make an honest mistake.
6. What De-motivates me is the repetitive calls I get daily
7. Lack of communication between myself, co-workers & management. We all need to work together instead of working against each other.
8. Running out of lce! Hahaha



### Contact Information



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