

## **Motivate Through Expectation**

The power of expectation can be harnessed to generate results from employees, customers, and even competitors. The idea that expectation can influence behavior has been clinically proven, most notably by a Harvard study that showed that average students treated as extraordinary students, in the end, performed to extraordinary standards. The study conclusively proved that the expectations you set for others will, under the appropriate circumstances, be met.

So what are the circumstances? Certainly one is reason. You must set your expectations within reasonable boundaries, making sure that the behavior or result you are seeking to encourage is feasible. Another factor is environment, making sure that the conditions are appropriate and that you have done everything you can to enable the individual to accommodate you. Finally, another element is consistency, making sure that the expectations you express remain constant over time.

Clearly communicating expectations in a positive manner can lead people to strive to satisfy, making your expectations for them their expectation for themselves. Once this has become the case, you can further encourage compliance and attempts at compliance by supporting the effort, acknowledging the try, and cheering on for greater results.

People enjoy the positive feeling they get when they meet the expectations of those they respect. By positioning yourself in a position to be respected, communicating your expectations clearly, and then praising the progress you will be leveraging the magic of expectation to improve your enterprise.

So next time you're asked what you expect, make sure to answer, "only the best".