



**Caribbean Lifestyle Communications'  
Monthly News & Updates - August 2017**

**August 2017 is full of exciting events & news for  
CaribbeanLifestyle Communications!  
See what we have in store for you...**



**The People's Station Radio 90.5 FM  
Celebrates 20 Years of broadcasting this  
month!**

We are proud to serve our listeners and pleased that what began as a community licensed radio station, has spread beyond Trinidad & Tobago to listeners worldwide via our web-player & app!

**More on Radio 90.5 FM...**

Once again, Radio 90.5 FM is a sponsor of the Trinbago Knight Riders for the CPL 2017 Cricket League!

Radio 90.5 FM Thanks all of our listeners, advertisers, sponsors, supporters & staff for sharing in our 20 years of success and service! Looking forward to many more with you!



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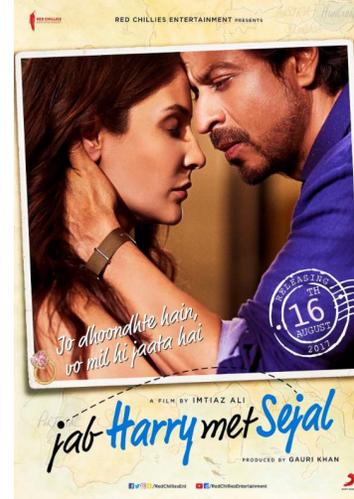
**To commemorate Radio 90.5 FM's  
20th Anniversary,  
we have a few fun things in store for you!**

We are teaming up with one of our longest running advertisers & supporters - [Zina's Jewellery](#) - to give you the chance to win 1 of 3 Golden Radio 90.5 Anniversary Rings! Tune in for info on how to participate.

You can also Follow us on [Twitter](#) or Like Us

on Facebook where you will have the chance to win one of our limited 20th Anniversary Commemorative Fan T-Shirts! Be sure to visit our [Facebook page](#) or [Website](#) to check out our "Throwback Album"!

We are also releasing Red Chillies Entertainment's summer blockbuster starring Shah Rukh Khan... "Jab Harry Met Sejal". Stay tuned to Radio 90.5 FM for showtimes!



## CARIBBEAN LIFESTYLE COMMUNICATIONS Monthly Manager Guide

### To Motivate Employees, Show Them How Their Work Helps Customers...

We all want to know that our jobs matter. When an employee's work seems lackluster, or office morale is low, remind them of who their work helps. Giving someone a concrete picture of their work's impact can be self-affirming as well as motivational. Studies have shown that cooks feel more motivated and work harder when they see people eating their food, for example. Even if the results of your employees' work aren't so tangible, giving them specific names and stories of those who've benefited from their efforts can offer a window into the good that their work does. So take time to talk about the customer who is able to make more sales (and therefore a better living) thanks to your company's software, or the parent who's driving a safe car thanks to diligence on the assembly line. The key is to make a direct connection from the employee to those who benefit from their work.

*Adapted from "To Motivate Employees, Show Them How They're Helping Customers,"  
by Francesca Gino*

*Courtesy of "The Management Tip of the Day from Harvard Business Review"*

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