

Motivate Your Employees

Are we born with self-motivation?

Yes and no – if no, then it can be learnt and this is essential for any business to survive and succeed.

Performance is considered to be a blend of both ability and motivation. Whilst ability depends on education, experience and development, and its improvement can be a long slow process, motivation can be improved quickly. There are broadly seven strategies for motivation:

- Positive reinforcement
- Effective discipline and action
- Treating people fairly
- Satisfying employees needs
- Setting work related goals
- Restructuring jobs
- Basing rewards on job performance

These are the basic strategies, but how you use them will depend on your organisation, as any approach will need to fit with your organisational culture.

Often we focus on tangible financial rewards, as it is believed that these will provide the best results. However in numerous surveys over the years, pay and benefits often appear low on employees priorities and although there is a need to ensure that these do remain at an acceptable level, consideration should be given to other areas.

Key areas that should be used by even small businesses include:

Recognition



How good does it feel when someone you respect says thank you and well done, it's surprising how important such a little gesture can be!

Although some may feel a little embarrassed with public recognition, knowing that your boss values your contribution can help to make you go that extra mile.

Don't leave it to the annual appraisal and tell them once a year, make sure you tell them at the time – give them feedback.



Opportunities to develop



Development and the opportunity to learn something new can bring about a sense of job satisfaction and provide opportunities to develop a career. It also has business benefits, as training someone who already understands your organisation is usually cheaper than “buying in” the additional skills you need.

Development doesn't have to be hierarchical, but can add variety or provide different opportunities, thereby encouraging employees to remain and continue to add value to your organisation.

Quality of working life

Feeling part of the organisation where your opinion is valued and you are involved makes coming to work that little bit easier. Communicate with your employees; let them participate in the organisation and they will come forward with suggestions, ideas and approaches that could make all the difference.

Housekeeping, a suitable working environment and offering flexibility where possible, all add to the feeling that this is somewhere your employees want to be.

It's more cost-effective to retain good quality employees than it is to recruit and train new ones and as such you should balance both the financial and non-financial rewards to motivate your workforce. Don't forget to say thank you and well done, offer opportunities to learn additional skills or to progress, communicate about the business and listen to employee ideas and suggestions - we all want to earn a good salary, but for a lot of people coming to work is about more than that.



For further advice and assistance

If you would like any support with motivation of your employees, please call **Peta Fry** on **01793 818300** or email petaf@monahans.co.uk