

Student name: Shahanara Bibi

Student ID: 2116667

Programme: Certificate Of Higher Education Skills for the Workplace

Module Name: Academic & Employability Skills

Module Code: BMSW4001_BIRM

Lecturer: Doreen Nyaa Amundam

Submission date: 05-03-2022

Table of contents:

Introduction: Page 1

The description of diverse methods for offering motivation to the employees: Page 2-5

Conclusion and recommendation: Page 5

References: Page 6-7

Task 1 – Academic report – What is the most effective way to motivate staff?

Introduction: Motivation is a term that can be described as the volume of passion, and quality that an employee offers to the organization regularly along with the extent of continuing success of any organization. The term motivation comes from the Latin expression “movere” which exactly means moving. In the organization employee motivation is related mainly to the way how involved a worker is in the company by feeling close relation in the organization or company’s aims as well as how involved he or she feels in the organization’s duty (Churchill,2013).Through employee motivation, the employees can effectively change their views outlooks, and activities. Psychologists say for doing well in life , self – realization is instinctively needed in humans. In the organization motivation is considered a vital element for doing well in a person’s existence. Whether employees prefer to progress their own as well as company’s performance. In the company, it is believed that motivated personnel can take inventiveness to do well for the company, enthusiastically consent to new responsibilities and are self-starters. In the organization motivated workers can bring a vibe to work with co-workers(Sheehan,2018).Besides , motivation is energetic in

keeping people engaged and doing their best for the firm. Along with these a high degree of motivation also lessens staff turnover which is essential for having the proper success.

The description of diverse methods for offering motivation to the employees:

In the business organization, the employers use several methods for motivating employees for giving their best for the organizations as well as do cooperate with the colleagues to attain the organizations aims successfully. The several ways of motivating staff are listed below.

1. **PAY:** Money is considered an extremely operational, influential, and straight forward motivator in the organizations. Money motivates people and extra money encourages or arouses interest for individual to work harder. It is accepted for persons to contend and when they are paid for services or work they have done, along doing a better job, so everyone's efficiency and value rise. It is a mechanism of exchange and purchase for employees to meet their requirements and longings(Sheehan,2018). Workers can also compare their compensation or rewards to others. Money has both monetary and symbolic importance for them. Furthermore while it is not always worthwhile or even probable to promote people, money can be applied to reward all staff in an unbiased and extremely satisfied way. More importantly, as money is a generalized strengthen, it is continuously conventional to all person, universally and constantly notwithstanding their economic conditions. Pay raises can be quite beneficial from the standpoint of employee morale, and they are unquestionably a key component of total employee incentive and recognition programs. The problem is that their influence is generally short term and has no advantageous impact on one's natural ability to do something to remain motivated. According to a study on motivational thresholds, a salary or raise or bonus must be large as a minimum 5 to 7% to truly consequence in an enhancement in motivation and performance. Most intensification and bonuses are not considerable, therefore they're improbable to partake much of an impression on employee motivation (Grewal and Levy,2014).

The challenges regarding pay during motivating the employees: Money can motivate but not always. Even enormous sums have a little motivational effect on highly paid individuals. Worse, money and awards may and do drive employees apart causing disagreement and decreased teamwork. It leads to a win loose attitude as well. Also determining an individual's work performance precisely and fairly is challenging in many

profession's (Grewal and LEVY,2014.Besides,work-related bonuses may be unrelated to worker's action or emotions In this case the base pay may be too low .There are other ways to motivate than money .It is in experienced to expect that a 20% improvement in efficiency or even morale.

2. **Additional holiday:** Holidays means mainly getting rid the regular activities of life .In life, every people has the need of a proper holiday for proper rest, entertainment or other important purposes .In organizations people have a schedule to come and do work .Most of the companies are conscious of that fact .Besides in every company ,the employees have a holiday weekly by following rules and regulations of the companies as well as nations. In the organization, vacations might decrease pressure, minimize exhaustion and expand work-life balance by permitting more time with loved ones and friends(ARMSTRONG, Kotler, and Opresnik,2016). A full time worker is entitled to 5.6 weeks of holidays or 28 days. However, companies might include bank holidays in this tally, so with 8 bank holidays each year, one might only earn 20 days of annual vacation. Except for these holidays, many employees have the necessary to take leave. In the organization, additional holidays can help the employers to stimulate the employees in several ways. In the UK , a recent study finds that cumulative the yearly leave allowance might support the employers to lesson absenteeism however also enlightening employee morale. Additionally, allowing workers to take additional leave for their emergency needs to leave can have a promising impact on efficiency, protect the company money, and augment the company's status as a good employer(Grewal and Levy,2014).

The challenges of offering additional holiday: Through additional holidays has several benefits both for the employers and employees, it has disadvantages too. Allowing the employees to take too much leave might make them lazy as well as less to do the work properly. Additional holidays might also enhance the company's as well as might reduce the efficiency level of the employees .For these , the organization might face financial loss which cannot be good for the progress of the company.

3. **Award and recognition:** In the organization, for the employees , both awards, as well as recognition, are considered important as employees who receive workplace acknowledgment are more motivated, have a greater sense of success, and feel more valued for their efforts. Not only has it been proven that recognition increases individual worker rendezvous, but it has also been shown to promote efficiency and

commitment to the organization, resulting in higher staff maintenance. Employees who receive recognition have been shown to have stronger self-respect, greater self— assurances, a greater willingness to take on new experiments and a greater desire to be imaginative, according to the research (Sheehan, 2018). The usage of a reward scheme is a key tool that management might apply to channel employee motivation in the direction that is wanted. Recognizing and rewarding employees for their achievements assists them to form their self-worth and strengthen their value to the company and their co-workers. It also aids them to advance their image at work and among their coworkers and to feel appreciated and a resource to the company (Armstrong, Kotler, and Opresnik 2016). In the UK many employers believe that Employee recognition programs are effective because they emphasize the positive aspect of their work, giving a vibrant message to them that what they are doing is important. Rewarding excellent performance and accomplishments with items that staff desire can keep them engaged and motivated to do even better. These programs inspire employees to create and attain aims regularly.

The challenges of award and recognition as a motivator: Employee appreciation is generic. Employers frequently recognize staff in identical means. Handwritten notes are appreciated by some persons, while a simple thank you is abundant for others. Understanding how the workers want to be acknowledged is critical to monogramming one's determinations and making them feel truly appreciated. Employees are not recognized. Great appreciation schemes for example spot bonuses shout out bulletin boards, supervisor, shout-out bulletin boards, supervisor bonus programs – don't get past the receiving worker (Cavanaugh, 2017). Announcing employees' accomplishments in public demonstrates to them that the company gives proper value to them. It also boosts other workers to demonstrate leadership-recognized actions. Additionally, public acknowledgment prompts workers of their prospective for gratitude and awards, accumulative effort, and employee self-confidence (Grewal and Levy, 2014). Employee recognition also varies. It's precarious to classify the manners and acts that the company might want to acknowledge and reward and to dependably notice and acclaim them. If the response is uneven, workers may feel unethically treated and executives display prejudice, and the company may not inspire desirable conducts and activities.

4. Good working environment as a motivator: A pleasant work environment is a location that fosters worker welfare, efficiency, and personal development, among other things. Several variables contribute to this, counting having operative working practices, relevant principles, a supportive atmosphere, and a tradition of trust in the workplace, among others.

Better working circumstances can therefore be combined into a corporation's human resource marketing strategy, which supports the enrolment of new workers, and it is recurrently the working situations, rather than salary, that attract new workers. It is that encourages a professional to leave his or her present position (Grewal and Levy, 2014). Consequently, better-quality working circumstances become part of the administrative culture, which helps in the retaining of highly qualified workers. as well as reducing unreasonably high worker turnover. Workplace culture typically shapes a worker's perspective and progress. Positive work environments may drive staff to deliver superior work continuously(Cavanaugh, 2017). Having the notions that create a good workplace can support one to collaborate and be more productive.

The challenges of the good working environment as a motivator: In the organization, good working surroundings can be the best way to stimulate the employees for giving their best for the business (Cavanaugh, 2017). Creating a good organizational environment is often costly for the company employer. It is frequently seen that most organizations can not fulfill the essential requirement of forming good surroundings in the organizations for the employees.

Conclusion and recommendation: Motivation refers to how driven and happy an employee is in their role. If an employee is motivated, they are more likely to do a good job and work hard. Motivation is very important for enticing employees, retaining workers, and general levels of productivity in a business. Having a motivated workforce has a range of advantages, such as lower levels of absenteeism, retraining of workers and low levels of staff turnover, better-quality relations between management and workers, enhanced worker performance, improved quality, and improved client service. In the business organization, for offering the employees the best motivation, a good environment for doing work can be the superior way. Good surroundings can help the employees to do their regular work in excellent ways. In good organization surroundings, the employees face less harassment from the others and everyone can have proper respect from the other co-workers. In good organizational surroundings, the employees can have the option to give their viewpoints regarding any issue which might be advantageous for the best of the company. In a good working environment, every employee can get the proper responsibility and opportunity for business growth. In these companies, the employees face less bias from the employees and can have equal rights like others. A good office background is beneficial to the company as it possesses the potential to increase sales for your firm.

A good workplace environment increases productivity. An optimistic working surrounding promotes employee development, approach, and attitude. Positivity at work

might support the staff to feel satisfied. Companies might form an enjoyable atmosphere by upholding a healthy company culture that endorses employee progression, communication, and makes the workplace more comfortable and safe for the workforces.

References -

Armstrong, G., Kotler, P., and Opresnik, M. (2016). Marketing. Pearson Education UK

Beuret, K. and Hall, R. (2018). Marketing in local government. London: Pitman Publishing.

Bubbles Translation Services. (2019). 8 Strategies to Enter a New Foreign Market. [online] Available at: <https://www.bubblestranslation.com/8-strategies-to-enter-a-newforeign-market/>

Churchill, G. (2013). Marketing research. Fort Worth (Tex.): Dryden.

Cavanaugh, J. (2017). Organizational structure. [University Park, Pa.]: Pennsylvania State University.

Developing Marketing and Advertising Strategies Through Disruption Philosophy. (2019). Journal of Marketing and Consumer Research.

Du Plessis, P., Strydom, J. and Jooste, C. (2012). Marketing management. Cape Town: Juta

Ettinger | London.(2019). Home | Ettinger London. [online] Available at: <https://www.ettinger.co.uk/>.

Grewal, D. and Levy, M. (2014). Marketing.

Hollensen, S. (2019). Marketing Management. Harlow, United Kingdom: Pearson Education Canada.

Marketing-schools.org. (2019). Global Marketing | What is Global Marketing?[online] Available at: <https://www.marketing-schools.org/types-of-marketing/globalmarketing.html> [Accessed 30 Oct. 2019].

Mayrhofer, U. (2012). Marketing international. Paris: ECONOMICA.

Mellahi, et al. (2010). Marketing strategies of MNCs from emerging markets: internationalisation and market entry mode. *International Marketing Review*, 27(3).

Sheehan, B. (2018). *Marketing management*. Lausanne: AVA Publishing