

Academic report

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What is the most effective way to
motivate staff?

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Introduction:

How can you motivate your team? It is a good question, most people are motivated in so different ways, a lot of them can be motivated by money, another category can be motivated by desire, sense of competition, bonuses or different kind of benefits.

How can be defined motivation?

Motivation is considered, as being that force that makes us act and move forward even in the most difficult and challenging situations. It is that when you go to take a glass of water when you are thirsty, it is that moment when you study all night to pass the much-desired driving test, or to train hard to be the best in a championship, all this is possible thanks to this feeling, called motivation.

Motivation can be considered an integral process with so many faces, can be a drive or a need, can be an inside condition who makes us to wish a change, when you are motivated, you move and act. Motivation is the result of satisfaction, and satisfaction is the indispensable need of the body, of life. Without this, the main sense of life can't exist.

“Our environment and social context will play a significant role in terms of extrinsic motivation. We will also be motivated by goals, values, and desires to experience specific emotion associated with certain end-states.” (Reeve, 2015)

Main body:

Employee motivation has become an increasingly serious concern in recent years for companies, which have noticed that a motivated employee works more efficiently, is more creative and does not leave the company at the first better salary offer.

Dwight Eisenhower, the former U.S. president, said that motivation can be considered the art that can cause a person to do what you want to do because he wants to do it himself. But beyond memorable quotes, motivation is among the most important aspects when it comes to the professional life of any person, and in their absence, they must lose both the employee and the employer.

At the same time, many studies have shown that motivation makes a great pair with productivity, and motivated employees are more efficient, collaborate better with the team and have better results.

A strongly motivated employee, feels that the effort he makes at work every day, is not only for the company, but also for himself, feels that he is an important man in the company and appreciated, for this reason he manages to make the team through his efforts, so that his company can evolve.

Employee motivation involves continuous effort and should be the main goal of the human resources department because it involves, in addition to a satisfactory income, a well-thought-out strategy both collectively and individually.

How can an employer realize that his employees are no longer motivated?

A good leader will always know how to identify in advance the first signs that his employees are starting to lose motivation at work, which must act to take the necessary measures, to remedy the situation. Whether it is a single employee, or maybe several, they can negatively influence the work of his colleagues, and at the same time productivity.

In 2010, an extremely interesting study, conducted by “Sirota Intelligence”, on a number of 1.3 million employees from 40 different companies around the world. Thus, he discovered a fairly large number of reasons why employees lose motivation, as well as four signs of the phenomenon. (Dr. Sirota, 1972)

Decreased productivity. It is when the quality of work of an employee and his productivity decreases sharply, the entire activity of the company can be affected. For this reason, any employee must be discovered, listened to and understood.

Delays or absenteeism. Employees who gradually begin to take more and more frequent breaks, long and are late almost daily, may be unmotivated, and the next step being absenteeism. When an employee begins to ask for a day off, more and more often, perhaps once a week, with the reason of solving various problems, it is time to have a discussion with him to find out if it is some events in his personal life or if it is the workplace that dissatisfies him. This fact, unresolved and undisputed, leads to the loss of the employee, who turns to another job.

Behavior and personality changes. When an employee, who until recently integrated extremely well into the company, begins to have nervous outbursts, upsets him anything, is irritable or suddenly passes from one state to another, he feels disappointed and frustrated by the job. The same goes for those who were, polite who become sarcastic and always have an ironic retort, those who are always tired or stressed, but also for those who find arguments against every task they receive.

Unsolicited feedback. When the company starts receiving negative feedback about an employee's behavior, some questions really need to be asked, “why?” consideration must first be given to the possibility that he may have lost his motivation. It is also possible that the negative feedback comes from colleagues, who find that they can no longer count on the demotivated employee.

How can the employer motivate employees?

Know your team

To know exactly how you can motivate your team, the first step will be how well you know your team, this is the key. If you know them, you know what kind of people you have, and you know what they want and how can you motivate them. It is very important to know, for each member of your team, what is his goals, where he wants to be, if he has potential or only he wants to earn some money. The goals must be very clear, fair and quantifiable. Always the goals should be settled with your team, never for them. A perfect example for this kind of motivation can be salary negotiation.

Know their skills

A team is made up of many people, a group, with a different personality for each of them. The key to making that team work effectively is to know the character of each employee. Some of them may be lazy, others may be hard workers, others cannot work in a team, but they can work extremely well on their own. It is very important to know their skills and abilities to do their job. Most of them know what they have to do as robots, but their information needs to be updated, so their knowledge needs to be improved, and the perfect idea for this case is to introduce training. Make every day a challenge for them.

Be respectful

The way you communicate with the staff can make such a big difference, this is not just for work, it can be applied to everyone you meet. When you say, "you have to do this", it makes employees feel stressed, inferior and disrespected. When a leader talks to them on an equal footing, "we have to do this," then they feel like a family, and they know that the pressure is not on them, but on you. Being kind and treating your staff with respect does not mean letting people not feel your authority, it is very important to be polite and strong at the same time. Sometimes you may be surprised to see how just a few simple words like "good morning" or "thank you" can motivate your staff. Treat people with respect and they will want to work for you or with you.

Make them feel like a family. If your staff is not comfortable coming to work. If they feel all the pressure of time and the environment makes them feel bad, this can affect their performance 100% and obviously their work and results.

Receptive to the needs of employees

The employer must know the needs of his employees. Who doesn't want a happy staff? Who doesn't want people around with smiling girls? If you want a happy team, you need to know exactly their needs, if you do not meet the needs of employees, in time, they can go to find another job, very comfortable. Needs can be money, more benefits, or maybe another position in the company, it can be anything. Familiar language in this situation can be the way you discover your team. Each person needs to be exposed with a personal question, such as what would you like to do on the weekend? Or what is your dream? if you can go somewhere, where will that place be? What bothers you when you come to work? Would you like to change something with this company? These kinds of questions make employees feel that you care about them and that they are closer to you.

Dr. Robert Anthony explains in his book, *"The Secret Laws of Influence,"* how important it is for a leader to motivate those around him. Thus, we can understand that no one likes to be forced to do something, some people prefer to make their own decisions, which is not a bad thing. For this reason, every leader needs to know a few basic principles of motivation in order to have an effective result.

He adopts a calm and gentle voice, moves smoothly and shows a calm attention to the needs and feelings of the interlocutor. Such actions create a relaxed atmosphere.

Don't discuss topics that will annoy him, talk about something else, for example about his hobby or what he wants to do on the weekend. There is an exception: if the interlocutor is emotionally tense for some reason, it is often better to let him tell you when he is ready, what it is about. *"By giving him the opportunity to let go of his emotions, he will be more receptive and attentive to what he has said."* says Dr. Robert Anthony.

Positive worlds

Another type of motivation, which is again about the way you behave, can be positive words. Sandy Roberts. Write an article on how to motivate your staff, but in a fun way. One idea was to have one day of the year called "the day without the word NO." This means that for the whole day, all members of a company are not allowed to use the word "no". Of course, I can refuse something, but I have to find another way to say no, whoever ignores the rules and uses them by mistake, or intentionally, will stick a piece of scotch on his shirt. At the end of the day, the employees will be surprised by how many pieces of scotch tape they have.

Be grateful

What if some of the people on your team work harder than others? Here you need to clarify a big barrier between these two categories of people, not something that can make them feel uncomfortable in a less favorable light, but you need to recognize the activities of those who are more dedicated and put more effort. These kinds of people deserve nice words, some benefits and why not, maybe even another position in the company, so a promotion.

What about overtime? Many countries have unpaid overtime. This is correct? Nobody knows the answer, but a good employer has to pay for every hour people spend here.

No matter what steps you want to take with your team, the most important thing is to listen to them, ask them what they want and observe them, if you know what really motivates them, you know how to improve your team

Wayne Turk in his article "Motivate your people for project success", written the most important strategies for motivation and he said that almost always work:

- *"Treat employees with respect*
- *Use good two-way communication*
- *Have high expectations*
- *Use positive reinforcement*
- *Employ effective discipline and punishment*

- *Treat all fairly*
- *Set work-related goals*
- *Satisfy employee needs*
- *Restructure jobs when possible*
- *Base rewards on job performance”*

Useful tools for motivating employees can be divided into:

Tangible motivational factors: a motivating salary (aligned with market revenues), financial rewards (when achieving the objectives), bonus plans, prizes, material and financial benefits.

Intangible factors: influence in decision making, success, recognition of the role in the company, career evolution, job security, belonging, advancements, praise, involvement in new projects (of a larger scale), flexible working hours (the possibility to work from home).

For professions that require a dose of creativity and not only a set of mechanical activities, but intangible motivation is also closely related to organizational performance. If the leader it is focused on the uniqueness of the employees, on the belief that the leader teaches the employee and at the same time the employee also teaches the leader, that is, a symmetrical relationship in which everyone is an expert on his area, the more the organization comes to life, and this is ultimately reflected in the turnover.

Conclusion:

As a conclusion, I propose a recapitulation of the steps that any employer should follow in order to keep employees motivated and productive:

- Keep in mind that the needs of each employee are different. The factors that influence their productivity can vary greatly, so that what makes one feel motivated can leave another cold.
- Lead by the power of example. Do not ask employees to show behavior or attitude that you do not apply.
- Employee behavior is also influenced by the consequences, especially when they are positive. This is because salary cuts, warnings or other negative consequences not only do not work, but also demotivate employees.
- Each employee wants to be rewarded.
- The introduction of non-financial methods does not mean that cash rewards are no longer necessary.

Motivation ideas are so many, and we only need a little creativity to find innovative ideas. All these ideas motivate non-financially in most cases. Motivational techniques, regardless of how they are classified or used, start from the following premise: the greater will be the feelings of belonging and involvement within a company, the more loyal and happier will be the employees at work!

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