

# Motivating Your Employees

How to motivate employees to perform for the benefit of the business is of concern to many business owners and managers. Can you motivate someone? The answer is no. Motivation can only come from within the individual.

In order to do that you need to find out what matters to them. Studies have shown the following list covers what matters most to employees:

- They see compensation as a consequence of performance and, therefore, expect to be rewarded accordingly. What gets rewarded gets done!
- They are concerned with organizational recognition. What gets reinforced gets repeated *“Great work on that report you gave me, I really liked how detailed your research was!”*
- They want to participate in decisions that affect them.
- They value communication with management.
- They tend to have a short-term goal orientation.
- They want work to be challenging, interesting and creative.
- They desire developmental opportunities.
- They tend to place their priorities first with leisure, then family, and finally work.

How can you address these needs? Consider using some of the following suggestions:

- Share your vision and the mission of the business- As a leader, you need to have goals for the business. Get your employees involved in the process of goal setting and how to achieve the goals. Explain what their part in the master plan is, and what they need to do to make it happen.
- Give some power to the employees- Make them accountable. Give them some responsibility to make decisions that affect the future of the company.
- Encourage risk-taking - Try to make the creation of new ideas and ways of doing things one of the factors that drive your business forward. Don't create a culture where employees are afraid to voice new ideas.
- Use reward systems - Have rewards in place for when employees do well. Lack of a reward systems will cause “star” employees to bring their performance levels back down to that of their fellow employees.
- Plan social activities - This will help you to foster an atmosphere of teamwork and togetherness. Make participation voluntary.

## For More Information

**Internet:** [http://www.toolkit.cch.com/text/P05\\_7200.asp](http://www.toolkit.cch.com/text/P05_7200.asp)