Volume : 2 | Issue : 4 | Apr 2013 • ISSN No 2277 - 8179

Research Paper

Motivation Strategy at Work Place

Human Resource Management

KEYWORDS : Motivation, leadership, morale, perks, threats, etc.

Aparna Praabhu — Research Scholar, Sathyabama Univesity

Dr R Jayam — Professor, Dr MGR Educational & Research Institute, University

ABSTRACT

Motivation in the workplace is a central part of leadership. Creating a climate where people are able to do their best work is your job. And when there are tough targets to be reached, energy is starting to wane and your people start to lose focus, you may be tempted to draw on quick fixes - financial bonuses, perks, threats or unhealthy competition - to keep people working. But if you are lacking employee motivation in the workplace the effects can be dramatic. Low team morale, lack of initiative, lack of energy, mistakes and high staff turnover are just some of the clues that motivation is an issue.
This paper deals with all the aforementioned factors and the employee motivation strategies in detail.

INTRODUCTION

Motivation in the workplace - myths and tips

If no one is following, you aren't leading! Motivation in the workplace is a central part of leadership. Creating a climate where people are able to do their best work is your job. And when there are tough targets to be reached, energy is starting to wane and your people start to lose focus, you may be tempted to draw on quick fixes - financial bonuses, perks, threats or unhealthy competition - to keep people working. The effectiveness of these strategies is short-lived, hard work for you and unlikely to get the sustained results you need.

The key to an effective workplace employee motivation strategy is to provide a range of incentives that will appeal to different personalities. While one individual may be highly money motivated another may find job satisfaction or creative opportunities are more powerful factors.

The employee is always right

The system of modern industries is so complex that the optimum point of operations in its various components cannot be intuitively judged by an individual. The business environment is always changing and therefore decision once taken also requires further change. CHANGE IS THE ONLY CONSTANT and all other matters are subject to change and here comes the role of Motivation.

There is a need to integrate the different components of one industry and to frame a policy for effective use of the components so as to serve the best interest of the organization as a whole is to motivate the employees at a common place called Training centre of the concerned industry. Rapid development of industrial organization has resulted into division of management functions, each division has its own objectives and its own contributions. To name a few, production department minimizes costs of production but maximizes output. Personnel department appoints good people at minimum cost. Thus the objectives of various departments or components come in conflict with each other. The application of training sessions to all these sections or divisions will help in overcoming this difficulty by integrating the diversified activities of various components so as to serve efficiently the interest of the organization as a whole. Thus, training or motivating employees in the industry provide a comprehensive study of industrial functions which enables the executives as a whole and reduce the decision making risks.

These employee motivation strategies involve improving levels of trust between the leadership of your company and staff.

1. Find the right job for the right person
When people enjoy and are challenged by their work they become self-motivated.

2. Empower employees
Trust employees to make their own decisions and make their own mistakes.

3. Co-operation vs. Competition
Excessive competition destroys morale. When teams work towards a shared goal they become more motivated.

4. Performance vs. "Presenteeism"
Do long hours necessarily equal quality work? Look at whether your organisation encourages a presentee culture rather than valuing performance and results.

5. Involve employees in company development
Keep employees informed on new developments in the organisation and how their work impacts the company.

The employee must feel safe

These employee motivation strategies involve improving levels of trust between the leadership of your company and staff. When staff feel secure and nurtured in their work environment they perform better. How many of the following can be found in your employee motivation strategy?

1. The 5:1 rule
Praise and recognise employees successes five times as much as you constructively criticise them.

2. Job security
Possibly the greatest single factor for a motivated workforce. How can you improve job security and fringe benefits?

3. Lead your staff
Enable managers to coach their teams and create opportunities for people who are keen to learn skills and grow within the organisation.

4. Create a comfortable working environment
Including relaxing the dress code where appropriate, developing areas for socialising, creative thinking, reading and giving employees quality spaces to work in (larger desks, quiet, natural lighting etc.)

5. Treat employees fairly
When people feel they are treated fairly they remain loyal to the company and motivated by their work. Perceived inequality of treatment leads to resentment, low moral and lack of self-motivation.

The power of acknowledgement

These employee motivation strategies focus on how to praise, acknowledge and give positive feedback. It may feel uncomfortable at first, or even excessive, but positive reinforcement is a highly effective, inexpensive and empowering way to achieve employee motivation.

1. "How are you?"
Ask your staff how they are and listen to the answer. Ask them how a big event went, ask after their family, find out how their weekend was. And LISTEN to their reply!

Volume : 2 | Issue : 4 | Apr 2013 • ISSN No 2277 - 8179

2. Recognise their participation as well as results
Even a bad idea is better than no idea at all. Encourage your team to share their thoughts, potential solutions and concerns making it safe to make suggestions.

3. Stand up for your people
Part of your job as a leader is to be an advocate for your team. Instead of complaining about your team members, get their help in looking for lessons and moving forward.

4. Praise in public, correct in private
At first they may be embarrassed by the public recognition of their achievement…but they'll get over it and glow on the inside. Equally, never undermine in public. Save those conversations for a safe, confidential environment.

5. Praise is an end in itself
Some managers only praise as a prelude to criticism. Praise can stand alone. So instead of "I really liked your recent report but…" try "I really enjoyed reading your recent report. It was concise, accurate and well presented". FULL STOP!

Employee motivation in the workplace
A strong team needs individuals who are dedicated to giving their best at work. Highly self-motivated, committed, ambitious employees give the most to their company and get the most from their work. But if you are lacking employee motivation in the workplace the effects can be dramatic. Low team morale, lack of initiative, lack of energy, mistakes and high staff turnover are just some of the clues that motivation is an issue.

Clarify the goal
The first step of your Self-Motivation Action Plan is to be clear about the end result. Identify a project that you lack motivation about. Let's use "Make some sales calls" as an example.

Identify the Obstacles
The second step of your Self-Motivation Action Plan is to be clear about what is standing in your way. There are two types of obstacles - practical and emotional. Examples of practical obstacles are lack of time, resources or information. Examples of emotional obstacles are lack of confidence or fear of failure or rejection. Make a list on your Self-Motivation Action Plan of all the obstacles standing in the way of you achieving your goal.

Handle Each Obstacle
The third step of your Self-Motivation Action Plan is the most challenging. Go through each obstacle and handle it. If the obstacle is lack of time, ask yourself "How can I create time for this? What do I need to stop doing, start doing or delegate in order to create time?"

If the obstacle is lack of confidence, ask yourself "What am I afraid of? What is the worst thing that could happen?" Often the worst-case scenario is not as bad as you feared. But if it is serious, how can you reduce the risk of it occurring? What resources do you have that will help you?

As long as there are obstacles in the way you will lack the motivation to complete your project.

CONCLUSIONS
No matter how much you want to make your dreams come true you still need some practical ways to keep yourself motivated over the long term. You need the ability to keep going in the face of setbacks, disappointments and short-term frustrations. i.e. a motivation technique that works. Thankfully there is a simple and very powerful way to stay focused and highly motivated.

REFERENCE

1. ASWATHAPPA K. HUMAN RESOURCE AND PERSONNEL MANAGEMENT, Tata Mc Graw Hill Publication company Ltd, New Delhi,1997. | 2. GUPTHA. S.P, STATISTICAL METHODS, sultan chand& sons, New Delhi,1995. | 3. KOTHARI C.R, RESEARCH METHODOLOGY, Tata Mc Graw Hill Publication company Ltd. | 4. Dr N R V PRABHU and Dr P Kameswara Rao, International Marketing and Research, Excel Publishers, New Delhi, 2010. | 5. Ajai S. Gaur and Sanjaya S. Gaur, Statistical methods for practice and Research, Sage Publishers, New Delhi, 2001. | 6. Chase, Stuart, The Proper Study of Mankind: An Inquiry into the Science of Human Relations, New York, Harper and Row Publishers, 1958.