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Research Paper

Workplace Motivation: an Effective Tool

Psychology

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ABSTRACT

Motivating your employees is vital to any business. A motivated workforce means a highly productive staff, all of which will help you achieve your business goals. And this should be a main objective in your organisational and business plan.

Before you build a motivational strategy, the first step you need to take is to understand what motivates your employees. What drives them to their peak performance will better help you develop programs that both motivate and retain the best employees for your business. Employee incentive programs are one of the easiest ways to incentivise your workforce. While not every program needs to be monetary in nature, should you have limited budgets, the end results are the same; employees become more motivated when they are recognised and rewarded for good work. he importance of employee motivation cannot be down-played. Ultimately when employees are motivated this increases productivity, lowers turnover, and improves overall performance.

Introduction

Motivation is what energises, maintains, and controls behaviour. As such, it is clear why it plays an important role in the workplace. But empirically measuring that role is another matter; it is challenging to capture an individual's drive in quantitative metrics in order to ascertain the degree to which higher motivation is responsible for higher productivity. However, it is widely accepted that motivated employees generate higher value and lead to more substantial levels of achievement. The management of motivation is therefore a critical element of success in any business; with an increase in productivity, an organisation can achieve higher levels of output.

Research has shown that motivated employees will:
Always look for a "better" way to complete a task
Be more quality-oriented
Work with higher productivity and efficiency
In summary, motivated employees will retain a high level of innovation while producing higher-quality work more efficiently. There is no downside—i.e., the opportunity cost of motivating employees is essentially zero, assuming it does not require additional capital to coach managers to act as effective motivators.

Internal and External Motivation

Salary is often enough to keep employees working for an organisation, but it's not always necessarily enough to push them to fulfil their full potential. Herzberg's theory emphasises that while salary is enough to avoid dissatisfaction, it is not necessarily enough to propel employees to increase their productivity and achievement. In fact, the output of employees whose motivation comes solely from salary and benefits tends to decline over time. To increase employees' efficiency and work quality, managers must turn to understanding and responding to individuals' internal and external motivations. External motives include work environment (e.g., cramped cubicle vs. airy, open office); internal motivations include thoughts and emotions (e.g., boredom with performing the same task over and over vs. excitement at being given a wide variety of project types).

Why is Employee Motivation So Important for Performance?

When looked upon the first time, the link between employee motivation and performance seems to be quite obvious. That's because every time when we deem a task to be important and valuable to us, we act with a high level of dedication and enthusiasm to its completion. However, the relationship between these two things is in fact a lot more complex. Realistically speaking, the duties we have at work can be most of the time tedious, repetitive and quite boring. Most of us don't go to work excited that we're going to have another day in which we'll respond to dozens of emails, complete a pile of Excel spreadsheets, or other tasks which fall into the dullness category.

With that in mind, managers need to find creative ways in which to consistently keep their employees motivated as much as possible. Motivation is highly important for every company due to the benefits that it's able to bring. Such benefits include:

Human Capital Management – a company can achieve its full potential only by making use of all the financial, physical, and human resources that it has. It is through these resources that the employees get motivated to accomplish their duties. This way, the enterprise begins to glisten as everyone is doing their best to fulfil their tasks.

Meeting Personal Goals Help an Employee Stay Motivated and Feel About Themselves to Continue to Produce – Motivation can facilitate a worker reaching his/her personal goals, and can facilitate the self-development of an individual. Once that worker meets some initial goals, they realise the clear link between effort and results, which will further motivate them to continue at a high level. This relates closely to…

Greater Employee Satisfaction – Worker satisfaction is important for every company, as this one factor can lead towards progress or regress. In the absence of an incentive plan, employees will not fill ready to fulfil their objectives. Thus, managers should seek to empower them through promotion opportunities, monetary and non-monetary rewards, or disincentives in case of inefficient employees.

Raising Employee Efficiency– An employee's efficiency level is not strictly related to his abilities and qualifications. In order to get the very best results, an employee needs to have a perfect balance between ability and willingness. Such balance can lead to an increase of productivity, lower operational costs, and an overall improvement in efficiency, and can be achieved only through motivation.

A Higher Chance of Meeting the Company's Goals – Any enterprise has its goals, which can be achieved only when the following factors are met:

- There is a proper resource management
- The work environment is a cooperative one
- All employees are directed by their objectives
- Goals can be reached if cooperation and coordination are fulfilled at once through motivation

Better Team Harmony – A proper work environment focused on cooperative relationships is highly important for an organisation's success. Not only that it can bring stability and profits, but employees will also adapt more easy to changes, fact which is ultimately in the company's benefit.

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Workforce Stability – Stability of the personnel is highly important from a business point of view. The staff will stay loyal to the enterprise only they meet a sense of participation within the management side. The abilities and potency of staff can be used in their own advantage, but also in the benefit of the company. This may cause an honest public image within the market which can attract competent and qualified individuals into the business.

With all that said, it's important also to point out that motivation is an interior feeling which should target both the manager and the team members, as they can interact and feed off each other, motivationally speaking. Needs, wishes and desires are interrelated, representing the thrust to act. These wants should be understood by the manager and he/she should formulate and frequently update comprehensive motivation strategies.

The significance of motivation at workplace

The significance of motivation in the workplace is high because of the following benefits it provides. Firstly, motivation puts human resources into action and improves level of efficiency of employees. Every concern requires financial and human resources to accomplish the goals. Having the employees only physically, does not mean that you manage to make full use of it. You need their desire and wish to be there where actually are.

The performance of motivated employees is high, which results into: increased productivity and reduced cost of operations. Motivated employee will not try to get by with little effort; will be more oriented on his job. If those workers, who spend most of their time on Facebook or other pages, use their potential and keep instead themselves busy with their job, increased productivity will be very conspicuous.

Secondly, motivation leads to the stability of workforce that is very important from the point of view of reputation and goodwill of the company. In order to keep employees loyal, they should feel themselves as part of the organisation, feel that they are needed and appreciated. The longer the person works in the organisation, more experience he gathers, as say "Old is gold". When people are willing to work for one organisation for a long time, and they do not consider the company as one of the steps of staircase, it will prevent the organisation from the high index of turnover and the positive image that will be created from the word of mouth marketing, will attract competent and qualified people into a concern.

Thirdly, motivated people are not resistant to the changes taken into the organisations. Change is the law of nature and companies have to incorporate different essential ones. With the help of effectively motivated workforce, those changes will be accepted, introduced and implemented without negative attitude and the organisation will be kept on the right track of progress.

Fourthly, Motivation brings employees closer to organisation. As long as needs of employees are met through attractive rewards, promotional opportunities, etc. employees begin to take more interest in their company. They begin to think that there is no difference between the interests of the enterprise and their interests. This helps in developing cordial relations between management and workers.

These are the main reasons why the motivation is important to the business. But of course this is significant for both parties: motivation is essential for an individual as it helps him achieve his personal goals, develop and what is very important, be satisfied with his job.

Using job enrichment, means giving workers more control over the tasks that they complete. This method turned out to be more productive than it seems: after the workers were given somehow control, they started to work more productively and made fewer mistakes. While increasing the tasks the employees complete (meaning job enlargement) can have different feedbacks. Some may take it as a challenge; others may get annoyed with increased tasks.

Most of the workers will take training motivational. As Herzberg stated, without training, workers will not be able to fulfil their potential. In this case both on the job or off the job training can be used.

One of the most widespread and positive motivator is well structured performance appraisal. It is "a systematic and periodic process that assesses an individual employee's job performance and productivity in relation to certain pre-established criteria and organisational objectives."

Researchers say that performance appraisal meets higher-level psychological needs, as far as recognition is one of the most powerful forms of motivations. As long as managers take the time and efforts to carefully conduct the process, subordinates feel that they are important and valuable and this is quite rewarding, even though when the feedback is not positive.

Performance evaluations are motivational for employees who want to improve their personal learning, growth, and development. Appraisals are a highly precious source of information for such progress. It also keeps the employees in tones, knowing that they will be appraised and the positive feedback can be followed with the potential promotion or bonus, it makes the employees satisfied and more motivated to do their best and not to go with minimum.

Conclusion

To sum up, human being is the most important resource in the organisation, motivating him should be the number one priority for every manager. Even in the non-competitive environment, with the high level of unemployment, there are still talents of the organisations, which can be lost in the absence of motivation.

If you wish to inspire your personnel, then you need to provide an environment that exudes positive energy. Ensure that all your workers feel that they are an integral contributor to the overall team success. Keep your workplace doors open and keep yourself approachable, and encourage all of your managers to try and be constant. The additional positive of the surroundings, the additional empowering and greater employees' productivity are the basic elements that will get your business to the top. This is why employee motivation is so important.

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