



# Innovative Motivational Techniques and Their Impact on Performance and Job Satisfaction

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**ABSTRACT**

job satisfaction. Job satisfaction refers to the general attitude of employees towards their Job. When the attitude of an employee towards his or her job is positive, there exists job satisfaction. Dissatisfaction exists when the attitude is negative. The purpose of our study is to find out the level of job satisfaction and the factors that contribute to the low and high satisfaction among National Small Industries employees Motivation is a need or desire that energizes behavior and directs it towards a goal. The study focuses on innovative motivational techniques and their impact on performance and job satisfaction with sample size of 50

This study is aimed at looking into the importance of motivation in the management of people at work, no system moves smoothly without it, and no organization achieves its objective without motivating its human resources. Performance of an individual depends on.

**KEYWORDS**

Instant Rewards, Extent of Use of Employee Talent, Innovative Employee Incentives, Attitude towards Napping in the workplace, Job Satisfaction & Job performance

**INTRODUCTION**

**INNOVATIVE MOTIVATIONAL TECHNIQUES**

Motivation is a theoretical construct used to explain behavior. It represents the reasons for people’s actions, desires, and needs. Motivation can also be defined as one’s direction to behavior, or what causes a person to want to repeat a behavior and vice versa. A motive is what prompts the person to act in a certain way, or at least develop an inclination for specific behavior. According to Maehr and Meyer, “Motivation is a word that is part of the popular culture as few other psychological concepts are”

Motivation in simple terms may be understood as the set of forces that cause people to behave in certain ways. A motivated employee generally is more quality oriented. Highly motivated worker are more productive than apathetic worker one reason why motivation is a difficult task is that the workforce is changing. Employees join organizations with different needs and expectations. Their values, beliefs, background, lifestyles, perceptions and attitudes are different. Now days employees have been hired, trained and remunerated they need to be motivated for better performance. Motivated employees are always looking for better ways to do a job. It is the responsibility of managers to make employees look for better ways of doing their jobs. They have to create a work environment where people enjoy what they do, feel like they have a purpose and have pride in the mission of the organization. When your employees feel like they are being trusted with added responsibilities, they are motivated to work even harder so they won’t let the company down. Motivation is essential for any company because employee is Asset of company. Motivation is important for the growth of employees as well as growth of the organization.

In the organizational setting the word “Motivation” is used to describe the drive that impels an individual to work. A truly motivated person is one who “wants” to work . Employers want to know what motivates their employees so that they can get them to work harder.

**INNOVATIVE MOTIVATIONAL TECHNIQUES:**

Provide Meaningful and Challenging Work

Set Clear Targets and Expectations and Measure Performance

Give Regular, Direct, Supportive Feedback

Design People’s Roles So They Can Use Their Strengths

To create the happiest, most productive workplace in the world.”

**Inspiring Work  
Instant Rewards:**

An Instant rewards is an object, item of value or desired action or event that spurs an employee to do more of whatever was encouraged by the employer through the chosen incentive. An item given to an individual or team for meeting a pre-determined goal.

Kinds of instant rewards are compensation incentives, bonuses, and profits , Non-monetary etc..

Encourages the employees and motivates them to do more work.

**Extent of Use of Employee Talent:**

According to McKinsey; Employee talent is the sum of a person’s abilities, his or her intrinsic gifts, skills, knowledge, experience, intelligence, judgment, attitude, character, and drive, his or her ability to learn and grow.

Employee talent is ability, competency and power of employees within an organization. Extent use of employee talent and to exploring the hidden and unusual qualities of your employees and developing and nurturing them to get the desired results. Hiring the best talent from the industry may be a big concern for the organizations today but retaining them and most importantly, transitioning them according to the culture of the organization and getting the best out of them is a much bigger concern.

**Benefits of extent use of employee**

- Right Person in the right Job
- Retaining the top talent
- Better Hiring
- Understanding Employees Better
- Better professional development decisions

Talent Retention The longer you keep talented people in your organization, the greater the return on your INVESTMENT.

**Innovative Employee Incentives:**

An **incentive** program is a formal scheme used to promote or encourage specific actions or behavior by a specific group of people during a **defined** period of time. **Incentive** programs

are particularly used in business management to motivate **employees** and in sales to attract and retain customers.

Employee incentives take many forms. They are different kinds of rewards that managers and organizations offer to employees to solicit the desired level of performance. Without rewards, employees are only motivated by their intrinsic desire to perform and by their compensation and benefits. Through incentives, employers go above and beyond offering standard employment benefits seeking to motivate all the workers

When a company wants to encourage productivity among its employees, one option available is an employee incentive program. **InnovativeEmployee incentives** describe a system of rewarding success and effort in the workplace by allowing employees to earn prizes or recognition.

Employee benefits typically refers to retirement plans, health life insurance, life insurance, disability insurance, vacation, employee stock ownership plans, etc. Benefits are forms of value, other than payment, that are provided to the employee in return for their contribution to the organization, that is, for doing their job. Some benefits are insurance (medical, life, dental, disability, unemployment and worker's compensation), vacation pay, holiday pay, and , contribution to retirement (pension pay), profit sharing, stock options, and bonuses. (Some people would consider profit sharing, stock options and bonuses as forms of compensation.)

**Attitude towards Napping in the workplace:**

Workplace napping is an innovative, low-cost method being introduced by some companies. Businesses with nap rooms are experiencing an increase in production and are seeing fewer human errors.

Workplace napping is a natural low-cost way to increase worker productivity. Most employers do not mind a coffee break, but if employees take a nap break they will probably get fired. In today's fast-paced society and cut-throat global-competition, most companies frown on the idea of "napping" in the workplace.

Short Naps a new approach to increasing productivity in the workplace is to allow employees to take naps. Taking naps during the workday has been shown to increase the alertness of employees, which leads to increased productivity.

**Job satisfaction:**

Job satisfaction represents one of the most complex areas facing today's managers when it comes to managing their employees. Many studies have demonstrated an unusually large impact on the job satisfaction on the motivation of workers, while the level of motivation has an impact on productivity, and hence also on performance of business organizations. Unfortunately, in our region, job satisfaction has not still received the proper attention from neither scholars nor managers of various business organizations.

Hoppock defined job satisfaction as any combination of psychological, physiological and environmental circumstances that cause a person truthfully to say I am satisfied with my job (Hoppock, 1935)

Vroom in his definition on job satisfaction focuses on the role of the employee in the workplace. Thus he defines job satisfaction as affective orientations on the part of individuals toward work roles which they are presently occupying (Vroom, 1964).

Job satisfaction can be defined also as the extent to which a worker is content with the rewards he or she gets out of his ore her job particularly in terms of intrinsic motivation (Statt, 2004).

We consider that job satisfaction represents a feeling that appears as a result of the perception that the job enables the

material and psychological needs (Aziri, 2008).

Job satisfaction is the key ingredient that leads to recognition, income, promotion, and the achievement of other goals that lead to a feeling of fulfillment (Kaliski,2007).

**Job Performance:**

Performance, output and productivity form the backbone of organizations. High performance, high commitment and loyalty are the desired expectations of organizations. Individuals enter organization with some needs, aspirations and expectations about work life. Organizations on the other hand, focus on productivity, commitment and loyalty. The interaction of the basic abilities with motivation leads to performance.

It is Setting and achieving organizational goals that produce desired business results, Aligning individual and team goals with business strategy - organizational change, growth, finance, people , Benchmarking; Determining and obtaining skills, knowledge and tools required for success, Staying on track with consistent, timely communication & feedback (360 degrees)

John P. Campbell describes job performance as an individual-level variable, or something a single person does. This differentiates it from more encompassing constructs such as organizational performance or national performance, which are higher-level variables

Job Performance is the heart of any "people management " process in organization. Organizations exist to perform. If people do not perform organizations don't survive. If people perform at their peak level organization can compete and create waves. -TVS Rao

Armstrong and Baron (1998) defined it as "A strategic and integrated approach to increasing the effectiveness of organizations by improving the performance of the people who work in them and by developing the capabilities of teams and individual contributors"

Performance is the accomplishment of a given task measured against preset known standards of accuracy, completeness, cost, and speed. In a contract, performance is deemed to be the fulfillment of an obligation, in a manner that releases the performer from allliabilities under the contract.

Campbell (1990) defines individual work performance as "behaviors or actions of a staff member that are relevant to the goals of the organization." In simple terms, it is what the organization hires one to do, and do well.

**OBJECTIVES OF STUDY**

To find out relationship between the variables such as Instant rewards, Extent of use of Employee talent, Innovative employee incentives, Attitudes towards, napping in the workplace , job satisfaction and job performance which taken for the study.

To find the gender impact on the Job Performance in the organization.

To find out the effect of independent variables, i.e. Instant Rewards, Innovative employee incentives on dependent variable i.e. job satisfaction.

**DATA ANALYSIS AND INTERPRETATIONS**

**RELIABILITY ANALYSIS:**

The CRONBACH'S alpha value should be more than 0.60 or 60% , that means it speaks about the validity of the scale i.e, the statements taken for the study are genuine and correct .

**Scale:Instant Rewards**

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .643                   | 4          |

It is a 4 point likert scale.

The cronbach's value is more than .60 i.e, 64% for instant rewards scale

It shows the validity of the scale.

**Scale: Extent of Use of Employee Talent**

|                        |            |
|------------------------|------------|
| Reliability Statistics |            |
| Cronbach's Alpha       | N of Items |
| .639                   | 4          |

It is a 4 point likert scale.

The cronbach's value is more than .60 i.e, 63% for Extent Use of Employee Talent scale.

It shows the validity of the scale.

**Scale: Innovative Employee Incentives**

|                        |            |
|------------------------|------------|
| Reliability Statistics |            |
| Cronbach's Alpha       | N of Items |
| .676                   | 6          |

It is a 6 point likert scale.

The cronbach's value is more than .60 i.e, 67% for Innovative Employee Incentives.

It shows the validity of the scale.

**Scale: Attitude towards Napping in the workplace**

|                        |            |
|------------------------|------------|
| Reliability Statistics |            |
| Cronbach's Alpha       | N of Items |
| .617                   | 4          |

It is a 4 point likert scale.

The cronbach's value is more than .60 i.e, 61% for Attitudeto towards Napping in the work place.

It shows the validity of the scale.

**Scale: Job Satisfaction**

|                        |            |
|------------------------|------------|
| Reliability Statistics |            |
| Cronbach's Alpha       | N of Items |
| .761                   | 6          |

It is a 3 point likert scale.

The cronbach's value is more than .60 i.e, 76% for Job Satisfaction.

It shows the validity of the scale.

**Scale: Job performance**

|                        |            |
|------------------------|------------|
| Reliability Statistics |            |
| Cronbach's Alpha       | N of Items |
| .616                   | 6          |

It is a 3 point likert scale.

The cronbach's value is more than .60 i.e, 61% for Job Performance.

It shows the validity of the scale.

**CORRELATION**

It tells about the relationship between variables taken for study.

If the sig. value is less than 5% it is significant.

If the sig. value is greater than 5% it has no relation.

If the sig. value is 000 it means it is perfectly co-related.

| Correlations  |                     | IR-TOTAL | EET-TOT | IEI-TOTAL | ANW-TOTAL | JS-TOTAL | JP-TOTAL |
|---|---------------------|----------|---------|-----------|-----------|----------|----------|
| IR-TOTAL  | Pearson Correlation | 1        | .539**  | .388**    | .117      | .575**   | .329*    |
|   | Sig. (2-tailed)     |          | .000    | .005      | .417      | .000     | .019     |
|   | N                   | 50       | 50      | 50        | 50        | 50       | 50       |
| EET-TOT   | Pearson Correlation | .539**   | 1       | .330*     | .247      | .522**   | .484**   |
|   | Sig. (2-tailed)     | .000     |         | .019      | .084      | .000     | .000     |
|   | N                   | 50       | 50      | 50        | 50        | 50       | 50       |
| IEI-TOTAL   | Pearson Correlation | .388**   | .330*   | 1         | -.097     | .193     | .058     |
|   | Sig. (2-tailed)     | .005     | .019    |           | .502      | .178     | .691     |
|   | N                   | 50       | 50      | 50        | 50        | 50       | 50       |
| ANW-TOTAL   | Pearson Correlation | .117     | .247    | -.097     | 1         | .179     | .417**   |
|   | Sig. (2-tailed)     | .417     | .084    | .502      |           | .213     | .003     |
|   | N                   | 50       | 50      | 50        | 50        | 50       | 50       |
| JS-TOTAL  | Pearson Correlation | .575**   | .522**  | .193      | .179      | 1        | .319*    |
|   | Sig. (2-tailed)     | .000     | .000    | .178      | .213      |          | .024     |
|   | N                   | 50       | 50      | 50        | 50        | 50       | 50       |
| JP-TOTAL  | Pearson Correlation | .329*    | .484**  | .058      | .417**    | .319*    | 1        |
|   | Sig. (2-tailed)     | .019     | .000    | .691      | .003      | .024     |          |
|   | N                   | 50       | 50      | 50        | 50        | 50       | 50       |
| ** . Correlation is significant at the 0.01 level (2-tailed). |                     |          |         |           |           |          |          |
| * . Correlation is significant at the 0.05 level (2-tailed).  |                     |          |         |           |           |          |          |

**FULL FORMS:**

IR-Instant Rewards

EET-Extent of Use of Employee Talent

IEI-Innovative Employee Incentives

ANW-Attitude towards Napping in the Workplace

JS-Job Satisfaction

JP-Job Performance

**INTERPRETATION:**

Instant Rewards is significant to Job Performance ,attitude towards Napping and Innovative employee incentives as the sig value(2 tailed) is less than 5% and is perfectly correlated with Job Satisfaction& Extent use of Employee Talent as the sig value(2 tailed) is 000.

Extent Use of Employee Talent is perfectly co related with Job Satisfaction andJob Performanceas the sig value(2 tailed) is 000.and is significant Innovative Employee Incentives & Attitude towards Napping in the Workplace as the sig value is less than 5%.

Innovative Employee Incentives is significant with Job Satisfaction as the sig value(2 tailed) is less than 5% and has no relation with Attitude towards Napping in the work place and Job Performance as the sig value(2 tailed) is greater than 5%.

Attitude towards Napping in the Workplace is significant with Job Satisfaction and Job Performance as the sig value(2 tailed) is less than 5%.

Job Satisfaction is significant with Job performance as the sig value(2 tailed )is less than 5%.

**REGRESSION:**

It is used to know the cause and effect relationship between variables.

| Coefficients <sup>a</sup> |                             |            |                           |      |       |      |
|---------------------------|-----------------------------|------------|---------------------------|------|-------|------|
| Model                     | Unstandardized Coefficients |            | Standardized Coefficients | t    | Sig.  |      |
|                           | B                           | Std. Error | Beta                      |      |       |      |
| 1                         | (Constant)                  | 4.320      | 1.421                     |      | 3.039 | .004 |
|                           | IR-TOTAL                    | .486       | .100                      | .575 | 4.865 | .000 |

Dependent Variable: Job Satisfaction

**INTERPRETATION :**

The independent variable here taken is instant rewards. And from the above table it is depicted that Job Satisfaction – TOTAL is dependent on instant rewards as the sig value(2 tailed) is 000 from the above analysis.

**GENDER IMPACT ON JOB SATISFACTION**

**T-TEST:**

| Independent Samples Test |                             |   |      |                              |        |                 |                 |                       |   |       |
|--------------------------|-----------------------------|---|------|------------------------------|--------|-----------------|-----------------|-----------------------|---|-------|
|                          |                             | Levene's Test for Equality of Variances |      | t-Test for Equality of Means |        |                 |                 |                       |   |       |
|                          |                             | F                                       | Sig. | t                            | df     | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference |       |
|                          |                             |   |      |                              |        |                 |                 | Lower                 | Upper                                     |       |
| JS-TOTAL                 | Equal variances assumed     | 4.164                                   | .047 | -.898                        | 48     | .384            | -.956           | .887                  | 2.790                                     | .848  |
|                          | Equal variances not assumed |   |      | -.898                        | 14.769 | .384            | -.956           | 1.065                 | 3.229                                     | 1.317 |

**INTERPRETATION:**

From the above Independent t-sample test it is clear that there is no difference between the male or female in their commitment towards the organization.

As gender impact on job satisfaction depending on independent sample test shows that there is no impact of gender on job satisfaction i.e, both female and male are equally satisfied.

The contribution of individuals is equal.The females are less than males in the sample survey collected.But still the impact of Gender is negligible on the Performance of the organization.

In the total sample collected out of 50,12 are females and 38 are males.

**FINDINGS:**

It is clear from the Reliability analysis that all the Cronbanh's alpha values are above 0.60 or 60%.It indicates that all the constructs are valid and contribute to each other.The Study on Innovative Motivational Techniques and their Impact on Performance and Job Satisfaction.

The correlation table says that all the factors or the constructs taken for the analysis of the project i.e, Instant Rewards,Extent of Use of Employee Talent,Innovative employee Incentives,Attitude towards Napping in the Workplace,Job satisfaction&Job Performance are perfectly correlated to each other.The significance levels are less than and close to 0.05 which signifies the relationship between the variables and once again all are highly contributing factors to the Innovative Motivational Techniques.

Form the regression table it is depicted thatJS –TOTAL is dependent on instant rewards. Instant rewards has impact on job satisfaction

The Independent sample test shows that the there is no impact of gender on job satisfaction

**SUGGESTIONS:**

- Out of the sample size 50,the males are more in number than females so when coming to the performer's category generalizations are drawn.
- The table that shows the performance or Gender impact on the Job Satisfaction is the only general view as the sample size covers more of males than females.
- The Job performance and their outcomes are very good in the organization and the organization can follow the same techniques to encourage the employees.
- Provide a positive working environment
- Keep lines of communication open
- Provide opportunities for advancement
- Have fair compensation packages
- Recognize and Reward your employees
- Encourage teamwork
- Clear and open communication, quality of interaction with peers, collaboration, organization policy, and organization performance are all contributing factors to organizational productivity.

**Conclusion:**

People will be motivated by a range of factors and these are different for everyone. Personality and the environment both need to be considered when motivating people.

Creating a workplace with excellent morale and motivated employees is a long-term project, and needs to be embedded within the fabric of an organization's daily operations. Highly motivated and engaged personnel are a tremendous asset to any organization. While money is an important foundational consideration, the main factors that attract and maintain "talent" within an organization include:

Developing well-motivated employees leads to more satisfied customers and higher sales; this in turn leads to greater employee motivation and creates a virtuous circle. Highly motivated employees are likely to be engaged employees, willing to go the extra mile with customers, and to reward their employers with loyalty, high levels of productivity, and greater innovation.

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