

Employee Motivation

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.

If there is no one following, you are not leading! Motivating employee's is a central part of being a leader. Creating a climate where people are able to do their best work is your job and when there are difficult targets to be reached, energy is starting to drop and your people start losing 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 employee motivation strategy is to provide different incentives that will appeal to different personalities. While there may be one individual who may be highly money motivated another may find job satisfaction or creative opportunities are more powerful factors.

5 key aspects to motivating your employee's are:

1. Expectations

Do your employees what is expected of them? Do they have clear, challenging and realistic quotas to meet?

2. Bonuses.

This works particularly well for short-term/special product production.

3. Ranking

Promote healthy competition by displaying the recent results for each sales people or team. Ensure that criteria for success is made clear and that this does not encourage resentment or low morale.

4. Threats

If you want to make really tough approach, fire the bottom 10% of the employee's each quarter

5. Awards

Categories like "Employee of the Month", "New Employee of the Year", "Prize Motivator" work well. Always make sure that there is a range of categories so everyone from every department has the opportunity to compete.

Creating a an employee motivation plan includes 3 simple steps:

Step 1 Clarify Your Goal

Your goals should be : Specific, Measurable, Agreed, Realistic and with a Timescale.

Step 2 Identify any obstacles

Make a list on your Self-Motivation Action Plan of all the obstacles standing in the way of you achieving your goal.

Step 3 Handle any obstacles that you face.

As long as there are obstacles in the way you will lack the motivation to complete your project. However, a Self Motivation Action Plan will help you complete your projects and avoid too much adrenalin, willpower or unhealthy stress.