Employee Motivation.

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Employee Motivation is an act of stimulating employees to action to accomplish organizational goals. A well-motivated employee is indeed a loyal asset to any organization and he/she remains committed and interested towards his/her duties and responsibilities to help achieve the objectives of an organization.

Employee Motivation can be used in directing employee’s behavior and actions for a constructive vision or direction. Scientists and researchers have found that any employee can be motivated depending upon whichever stage of professional and personal life he/she is in. In this tutorial, we will be discussing various aspects of Employee Motivation and how its theories can be applied in practice.

This tutorial is primarily designed for Human Resource personnel and Managers, who want to know how to motivate employees and themselves while working towards achieving the desired goals, especially during challenging times. It is also helpful in motivating others so that they can deliver quality output with the desired quality, especially, under strict deadlines.

The readers of this tutorial are expected to have a basic understanding of the complexity of Employee Motivation and the strategies for motivating the employees of an organization.

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Employee Motivation is an integral part of Human Resource Management and it plays a crucial role in the long-term growth of an organization. Motivation can be defined as the inherent enthusiasm and driving force to accomplish a task. It can be used in directing employees’ behavior and actions for a constructive vision or goal. Proper motivation turns an employee into a loyal asset and helps in maintaining the retention rate.

**What is Employee Motivation?**

The word motivation is derived from Latin word ‘movere’ which means ‘to move’. Motivation is something—a desire, a want, need or drive—that moves or spurs an individual to act in a particular way to achieve a goal or objective.

The factors that stimulate the behavior and actions of the people are as follows:

- Success and advancement in Life
- Desire for Money
Employee motivation is defined as the commitment, the energy levels, and the creativity that the employees bring to their job. Even though employees’ motivation doesn’t directly influence organization’s growth, it is like a necessary pre-condition because lack of motivation among the employees can have a detrimental effect on their performance.

**Impact of Well-Motivated Employees**

Well-motivated employees are an asset to the organization and they write the success of organization and therefore, every organization should accord utmost attention to employees’ motivation.

A well-motivated employee stays with the organization through its thick and thin. Motivation is essential for establishing an effective relationship between the employer and the employees.

In the modern management system many methods of motivation have been put into practice to enhance productivity of the employees. Apart from various methods of motivation, there are certain well-acknowledged motivators such as job design, nature of job and system of incentives and rewards for the employees that play a decisive role in ensuring employees’ longevity, productivity and efficiency.
Motivation is integral to employees’ performance in particular and the growth of the organization in general. However, the most important question needs to be answered is how to motivate an employee?

Human behavior is quite complex to understand. Before knowing how to motivate employees, it is essential to know what motivates them. Employees are motivated by both financial and non-financial motivators.

**Financial Motivators**

The motivators related to money are called financial motivators. Regular and good wages and salary, bonus, periodical increments, profit sharing, leave with pay, medical reimbursements are some of the common financial motivators. Lack of these motivators has a negative bearing upon the performance of the employees.

**Non-Financial Motivators**

Certain motivators that are not related to money but have a positive impact on the employees are called non-financial motivators. Some of the non-financial motivators are as follows.
Employee Motivation

- Job Security
- Performance Appraisal, praise and prestige
- Delegation of authority
- Congenial work environment
- Status and pride
- Participation
- Job enrichment
- Job rotation
- Facilities for paid leaves
- Quality of work life

There are many ways to motivate an employee, but choosing the right way to motivate is the difficult task. Considering the complexity and volatility of human behavior, it is pertinent to study the behavior of the employees who need to be motivated.

Any organization is built with employees; hence, employees are called as the building blocks of any organization. Success of any organization is in the hands of the employee and their collective efforts. Employees contribute their work and skills collectively to the organization for its growth, only when they are motivated.
Every organization needs employees who work dedicatedly and sincerely. And making an employee to do his job, salary is not the only criteria, motivation also plays a major role in this scenario.

Following are some of the useful tips as to how to motivate the employees:

**Self-Evaluation**
Managers need to evaluate their own behaviors, attitudes and approaches towards their employees. Employee-friendly behavior and attitudes help the managers in motivating, controlling and encouraging the employees.

**Familiarity with the Employees**
As the manager and the employees together work towards achieving the organizational goals, the former needs to nurture some familiarity with the latter. It is the responsibility of the manager to be acquainted with his/her employees for knowing them better and maintaining a constructive and cordial relationship. A work environment built on mutual trust and cooperation between the managers and the employees brings in development and growth of the organization.

How to Motivate Your Employees
(Its Not Just About Money)
**Employee Benefits**

Monetary and non-monetary benefits are the most important means of motivating employees. Hence, financial benefits like good salary, periodical increments, facilities for insurance and medical reimbursement and non-financial motivators like job security, a congenial work environment etc. go a long way in motivating the employees. The management should make possible arrangements for availing these benefits for effective employees’ motivation.

**Introducing New Employees**

New employees should be introduced in such a manner that they will find themselves comfortable and assured in the new work environment. It will motivate them to work with energy and drive them towards realizing the organizational goals.

**Feedback to Employees**

Feedback is an important tool to motivate employees. Giving feedback to employees endows them with an ability to gauge their own performances. This helps in also appreciation and improvisation. However, feedback should be properly worded, task-focused and to the point so as not to create a sense of inferior complexity in the employees.

The person giving feedback is, in most cases, is superior to the receiver. Friendly and positive feedback proves healthy for both manager-employee’s relationship and growth of the organization.

**Timely Appreciation**

Recognizing the performance of the employees and praising them for their good acts in time motivates them. Lack of appreciation of employees’ performance decelerates the pace of work in an organization. A pat on the back of any employee for his good work or achievement, makes him/her motivated and this helps in giving better outputs.

**Time Management**

Maintaining time is very important and having a control over the time, will make the work to be done in time and that too in a right manner.

**Pleasant Work Environment**

A friendly and comfortable work environment not only attracts the employees to the workplace but also make them eager to work efficiently. Free space, good lighting system, equable temperature inside the workplace etc. have a positive impact on employees’ performance. A stress-laden work atmosphere dampens the spirit of the employees and they perform below expectation.
Employee Learning
Every employee should be given an opportunity to learn new things, which helps in the growth of the individual in them as well the organization.

Empowering the Employees
Employees should be given an opportunity to have a say in how they do their job, how they can improve their performance. If possible, employees should be asked individually as to how they view themselves and can be more efficient. However, employees’ advice in this regard needs to be implemented to give them a sense of empowerment. Certain amount of decision making in performing their job is also quite encouraging for the employees.

Effective Communication
Communication plays an important role in smooth functioning of an organization. An effective communication clears many problems and builds a trust among the employee with transparency. Face-to-face communication with the employees is more effective than other means of communicating and it truly motivates them a lot.

Managers Should be Leaders
By expertise, knowledge and effective managerial qualities, managers should present themselves as leaders worth following. Recognizing the performance of the employees and praising them for their good acts in time motivates them. Lack of appreciation of employees’ performance decelerates the pace of work in an organization.
By now it is understood that, employees are pivotal to the evolution and growth of an organization and play an important role in achieving the goals and objectives of the organization.

The importance of motivating employees is second to none in an organization. Employees’ motivation is quite useful and beneficial in a number of ways for the organization. The importance and the benefits of Employee Motivation is as follows:

**Role of Human Resource**

An organization is essentially built upon three basic edifices like physical, financial and human resources. Motivating the employees, who constitute the human resource of an organization, is essential for effective functioning of the organization.
Increase Efficiency
Proper and timely motivation of employees help increase the productivity and efficiency of employees. When employees are motivated they bring energy and speed to the functioning of an organization constitutes motivation in employees can lead to:

- Increase in Production
- Reduction in cost of operations
- Improving the overall efficiency

Organization Goal Achievement
Motivation is the important factor for achieving the organizational goals. This goals can be achieved with the following factors:

- Effective and efficient utilization of resources
- Congenial and better work environment with better cooperation among the employees while working towards realizing organizational goals
- Employee are to be objective oriented in achieving goals
- Good coordination the employees and the management

Enduring Relationship
When employees are highly motivated they show a great deal of satisfaction in working for the organization. The management or the employees should attempt to strike a cordial relationship with the employees by providing certain possible financial and non-financial motivators as discussed above.

Workforce Stability
Workplace and workforce stability is very important aspect of any organization. It will project the goodwill and the reputation of the organization. Being loyal to the organization and utilizing the skills and being efficient towards their respective work the employees can write success after success for the organization they work for. Hence, employee motivation is very important.

Mick Mount and Ning Li, management and organization professors, said if an employee is an ambitious, go-getting extrovert whose high-order goal in life is status, then it will be hard for an employer to motivate the employee, if he or she works in a repetitive job with no advancement opportunity.
On the contrary, they said in case an employee is a shy, retiring type who wants autonomy, he or she will not be motivated to better performance only by promising a promotion because the last thing he or she wants is he/she doesn't like to be in charge of other people.

"The implication for businesses, then, is that we first need to understand which goals matter to employees and then match those goals to characteristics of jobs so we can make work more meaningful and intrinsically motivating to the person," Mount said.
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