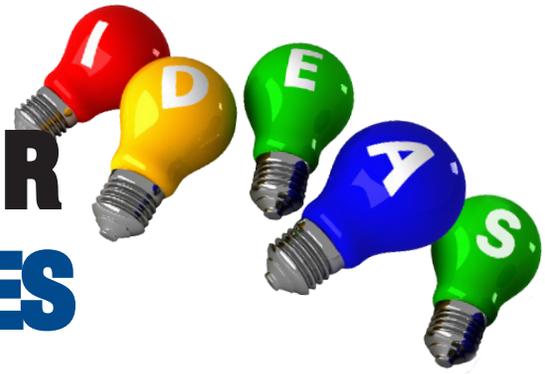


10 STRATEGIES FOR MOTIVATING EMPLOYEES



- 1. Clarify what motivation means.** There is an extensive body of literature concerning human, and therefore employee, motivation. Take time to fully understand [employee motivation](#) and what it means to you and your organization.
- 2. Know your employees.** Some employees will be motivated by interesting work, others by flexible schedules, opportunities to achieve career goals, or even financial rewards. As you explore how to motivate your employees, don't forget to ask them.
- 3. Utilize intrinsic and extrinsic approaches.** [Herzberg's Two-Factor theory](#) presents the importance of both motivator and hygiene factors in motivating employees. Although hygiene factors (extrinsic; pay, working conditions) need some attention (i.e., under paid workers are unlikely to be motivated) the motivator or intrinsic approaches (e.g., responsibility, status, growth) often bring greater results.
- 4. Be aware of generational differences.** Some approaches will work for all employees; however each generation will also have [specific needs](#) – retirement planning for Baby Boomers, career growth and opportunity for Gen Xs, access to the latest technology for Gen Ys. Know your workforce; consider adjustments to motivational approaches to accommodate diverse generational needs.
- 5. Consider non-monetary rewards.** As noted in Strategy #3, to motivate a workforce takes more than money. According to noted speaker and author, [John Tschohl](#), “there is little correlation between pay and performance.” Do your research to ensure you're paying fair wages then look for other ways to motivate employees.
- 6. Balance fair and equitable with flexible.** Each employee is unique and, therefore, likely to be motivated in different ways. Ensure approaches are fair (i.e., available to everyone) while unique and flexible enough to meet the needs of each individual.
- 7. Recognize employee performance.** From formal recognition programs (e.g., “employee of the month”) to a quick email saying thanks for a job well done, don't forget to [recognize and appreciate](#) the contributions each employee makes to your organization's success.
- 8. Support individual career development.** It makes sense that employees in positions that make the best use of their unique skills and talents will be more motivated than those experiencing a poor person-job fit. Strive to ensure employees set realistic career goals; do what you can to support achievement of those goals.
- 9. Deal with workplace toxicity.** Organizations that don't pay attention to poor performance, bullying, conflict, and other negative behaviour will eventually de-motivate. Aim to consistently provide a safe, positive, respectful, and tolerant workplace.
- 10. Help employees balance their work and life roles.** Many of today's workers are juggling busy work and home lives. Don't reward endless overtime, ensure employees take vacation, and recognize signs of burnout and distress. For more information, check out our [10 Tips to Facilitate Sustainability](#).



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