



Procedure *Flow*

# EVERYTHING YOU NEED TO KNOW ABOUT EMPLOYEE MOTIVATION



Disengaged employees cost U.S. companies  
around \$450 - 500 billion each year.<sup>2</sup>

## INTRODUCTION

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**E**mployee motivation is the enthusiasm, energy level, commitment, and the amount of creativity that an employee brings to the organization on a daily basis.<sup>1</sup> Motivation is a behaviour that we must act on to achieve desired goals and results and, in a work setting, it is all about how an employee feels in relation to the company's goals and to what amount they feel empowered.<sup>1</sup>

With the proper strategy, business leaders can maximize company success by devoting more time and resources to their employees. This eBook will act as a guide for business leaders to understand the importance of employee motivation and learn how it can make or break your company. By investing in your employees, you are investing in your company.

## HOW DO UNMOTIVATED EMPLOYEES NEGATIVELY IMPACT YOUR COMPANY?





## **High staff turnover**

Disengaged employees are likely to go seek employment elsewhere. Today, more than 33% of workers are actively or casually seeking a new job – costing US employers \$2.9M each day looking for replacement workers.<sup>2</sup>

## **Low productivity**

Unmotivated workers are wasting your company's time and money by slowing down productivity due to their lack of devotion and motivation to depict their employer in the best way.

## **Poor customer service**

Employees who are not motivated do not want to be at work, meaning they will not go the extra mile for the success of your company – including going above and beyond for customers.

## **Endangers economic stability**

An unmotivated employee lowers business performance.

## **Negative company culture**

Unmotivated employees can drag your company culture, and other employees, down with them. 47% of those actively seeking a new job say that company culture is the main reason for wanting to leave.<sup>2</sup>



**Demotivates other employees**

When an employee sees a colleague slacking off, they are likely to follow suit.

**Poor performance**

You are only as strong as your weakest link. Disengaged employees are lowering your business' performance by not putting effort into their work.

**Unable to overcome adversity**

Unmotivated employees are likely to give up when they are faced with challenges. They do not carry the intrinsic urge to try new and different solutions to overcome adversity - making it extremely difficult for companies to work efficiently.



33 percent of professionals cite boredom as  
their main reason to leave their jobs.<sup>2</sup>

HOW DO MOTIVATED EMPLOYEES POSITIVELY IMPACT  
YOUR COMPANY?





**Low staff turnover**

Employees who are motivated and are content with their work situation will have far less of a reason to leave their current placement.

**High productivity**

Companies with a highly engaged workforce are found to be 17% more productive than disengaged workforces.<sup>2</sup>

**Improved customer satisfaction**

Employees who are in direct contact with your customers heavily influence their level of customer satisfaction. Motivated employees go above and beyond for their customers, making for a great customer experience.

**Improved employee satisfaction**

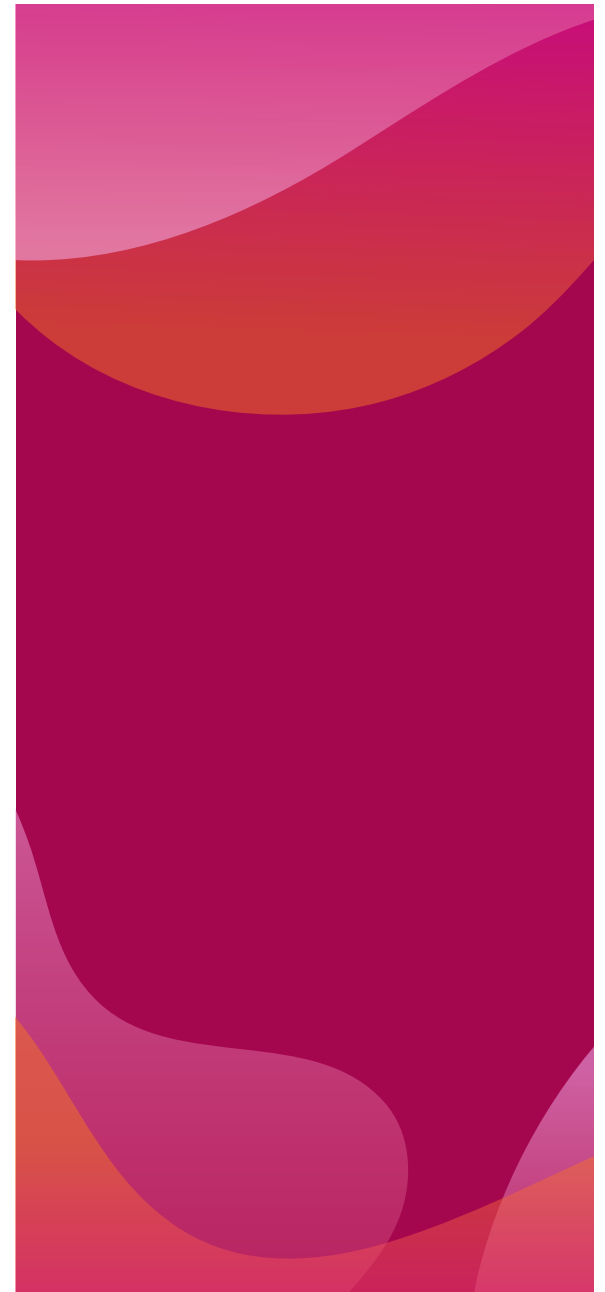
Employees who feel valued, supported and motivated are much more satisfied than their counter parts.

**Higher revenues**

Companies with a highly engaged workforce are 21% more profitable.<sup>2</sup>

**Positive company culture**

Having a great company culture makes your employees want to stay, and makes those seeking for work want to come. 35% of Americans say they would pass on an opportunity to have their dream job if they did not think the company culture would be a good fit.<sup>9</sup>



### **Higher levels of creativity and innovation**

Creativity and innovation are essential for companies who want to grow and compete in the industry they operate in.

### **High performance**

Forbes states that “employees who feel their voice is heard are 4.6 times more likely to feel empowered to perform their best work”.<sup>2</sup>

### **Increased employee commitment**

Employees who are committed to their jobs strive to do their job right because they have an internal drive to produce great results for the sake of their company.

### **Better communication**

Companies who communicate effectively are 4.5 times more likely to retain the best employees.<sup>7</sup>


### **Lower levels of absenteeism**

A Gallup study found that highly engaged workplaces saw 41% lower absenteeism.<sup>2</sup>



WHAT LEADS EMPLOYEES TO FEEL DEMOTIVATED?





When an **employee does not feel appreciated** by their supervisor or manager, they become less motivated to put effort into their work.

When there is a **lack of employee recognition**, there is a lack of employee motivation.

The **absence of communication and feedback** from a superior can leave staff feeling disengaged. When there is a lack of communication, and key information missing, the typical knowledge worker spends 2.5 hours each day searching for answers on their own.<sup>2</sup>

When employees **do not receive clarity or direction** on work projects, they often find it difficult to move forward and work to the best of their abilities.

**Micromanagement** deteriorates productivity, motivation, and the desire for employees to do their best.

When there is **no trust** between an employee and their supervisor, the employee often feels disengaged and unmotivated. According to the Edelman Trust Barometer, almost 1 in 3 employees do not trust their employers.<sup>2</sup>

When leaders show **favouritism**, they are creating an uneven playing field for their employees, ultimately reducing employee engagement.



Sixty-nine percent of employees say they would work harder if they were better appreciated.<sup>2</sup>

## HOW CAN YOU PROMOTE EMPLOYEE MOTIVATION IN YOUR WORKPLACE?



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## CREATE A WELCOMING ENVIRONMENT

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**E**mployees who are happy with their work environment are far more productive and motivated than employees who are not. A warm, friendly work environment allows employees to feel welcome and respected and enables them to focus on doing their best work. Happy employees are generally successful employees.

Here are some ways you can create a welcoming work environment:

- Respect your employees
- Listen to your employees
- Invest in their personal lives
- Handle all situations with positivity
- Provide feedback

## 2

# IMPLEMENT INCENTIVE PROGRAMS

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A great way to keep your employees motivated to do their best is to implement an incentive program. Incentive programs provide your employees with rewards or recognitions to motivate certain behaviors – like making a sale, meeting a goal, or receiving a great NPS (net promoter score).

Incentive programs fall under the psychology principle of [operant conditioning](#). This principle uses rewards and punishments to induce learning.

If you provide rewards for behaviours you want your employees to continue, they will be much more inclined to perform these behaviours.

[Incentive solutions](#) recommends using non-cash rewards rather than commissions or cash compensation. The reason behind this is that non-cash rewards tend to be more effective motivators for long-term behavioural change due to the social and emotional value that money does not carry.



### 3

## SET SMART GOALS – WITH YOUR TEAM!

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Setting goals gives employees long-term vision and short-term motivation. [SMART](#) goals in specific are great for breaking up your large goals into easy-to-complete smaller tasks that can be assigned amongst your team.

[Gallup](#) has found that employees who are included in goal setting by their managers are 3.6 times more likely to be engaged than other employees, so make sure to include your team when setting goals.

**Specific:** goals should be significant, provide value, be simple

**Measurable:** goals should be motivating and meaningful

**Achievable:** goals should be attainable

**Relevant:** goals should be realistic and results-based

**Time bound:** goals should be time-based, have a rough deadline

## 4

### CELEBRATE SUCCESSES BIG & SMALL

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**E**mployees want to know they are helping the company reach higher levels of success through their output. By celebrating successes, you are cultivating an encouraging environment and praising employees when they

reach certain goals like meeting a target revenue, getting a great review, or obtaining a new client. Successes of all sorts should be celebrated as they drive employees to work harder.

## 5 SHOW EMPLOYEE RECOGNITION

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37% of employees cited employee recognition as the best way their manager could support them.<sup>2</sup>

**E**mployee recognition is the timely, informal, or formal acknowledgement of a person or team's behavior, effort or business result that supports the organization's goals and values, and which has clearly been beyond normal expectations.<sup>3</sup>

Recognizing great work not only instills self-esteem and confidence within your employees, but it is proven to boost employee engagement by 60%! <sup>4</sup> Making employees feel recognized and appreciated will motivate them to do their best because they know what they are doing is valued.

## 6

### EMPHASIZE THE WHY

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**B**y showing your staff how and why each of their efforts are impacting the organization, customers, or community, you will be providing them with a better

understanding of the purpose behind the work they are doing. Seeing the positive impact of their work can even motivate employees to work on less desirable tasks.

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## ENCOURAGE TEAMWORK

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Collaboration is one of the biggest motivators for employees. [A report by Gusto](#) found that 'working with a great team' was the most important reason for employees to stay with their current company. Having colleagues to bounce ideas off of, lean

on for support, and even just have a personal relationship with all make for a positive work experience, ultimately fostering motivation. Work is far more enjoyable when you have a great team you can rely on and collaborate with.



## 8

# ENCOURAGE CREATIVITY

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**C**reativity is fundamental in organizational growth and fostering motivation. As a leader it is important to support innovation, open-mindedness and your employee's ideas, as well as encourage your

team to be creative and step out of their comfort zone. When your workforce is no longer creative or curious, you will stop growing and reaching new levels of success.



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## GAMIFY WORK TASKS

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70% of Forbes Global 2000 companies say they use gamification to boost workplace engagement, revenues, as well as retention.<sup>8</sup>

**G**amifying work tasks, especially the ones that no one is overly eager to work on, is a great way to increase workplace motivation. Stirring up some friendly competition drives people to work harder in hopes of 'winning', and it is also a great way to lighten the

mood in the office. Some companies implement gamification by using badges or some sort of prize for each 'level' (work task) that is completed, but as a leader you will have to decide what works best for your team.




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## GIVE YOUR TEAM AUTONOMY

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**H**uman beings value autonomy – the quality or state of being self-governing.<sup>5</sup> We value having the control and power to decide how we spend our time and energy. By giving your employees autonomy, you are

building a more self-sufficient team and you are demonstrating that you trust your employees, which will not only enhance your employer-employee bond, but will create a highly engaging work environment.





## OFFER A CLEAR PATH FOR ADVANCEMENT

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**T**he lack of growth and development within an organization is a big reason why employees will leave. Over 70% of high-retention-risk employees say they will have to leave their organization in order to advance their career.<sup>6</sup> People who feel like they are stuck in a dead-end job are far less motivated than those

who have opportunities to grow, develop and advance their careers.

Consider learning and development programs for your employees, help and encourage them to meet professional goals, and understand that it is inevitable that they will eventually grow out of their current roles.



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## AVOID A ONE-SIZE FITS ALL APPROACH

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One-size fits all approaches are not always effective. Workforces are filled with workers experiencing different stages of life, who have different values and things they think are important - meaning individual motivators will most definitely vary from person to person. Get to know your employees and learn what motivates them so that you can best fulfill their needs, encouraging them to work hard while fostering engagement.

## CONCLUSION

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71% of executives say that employee engagement is critical to their company's success.<sup>2</sup>

**P**utting in the extra time and effort towards your employees will pay off and make for a much better work experience for everyone. Your company's success is in the hands of all employees; therefore, as a leader, you should be

doing everything in your power to provide your team with what they need to be successful.

Being able to successfully motivate and engage your employees should be a top priority and a key responsibility for any business leader.

## MOTIVATE YOUR EMPLOYEES TODAY!

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With our help, you can start motivating and engaging your employees in no time. ProcedureFlow provides your employees with the confidence and knowledge they need to be successful on the job.

We help you support your people. Contact our team to get started!

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## Sources

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