How to motivate employees

Group 4
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Some methods to motivate employees

Commendation is the most cheapest way to motivate employees

Different methods for different persons

The culture of the company

Conclusions

methods to motivate employees

To motivate employees, we have many methods. Here we place some for you:

Positive ways：

- Use bonus, medals, praise and prize to encourage employees.

- Apply better working environment.

- Set goals.

  Including short-term goals and long-term ones.

- Set good examples.

  Good examples always give potential power to influence the action of employees.

- Make the employees enjoy the culture of the company.

methods to motivate employees (cont.)

❧ **Some special methods.**

   Such as taking a tour to Hawaii with your subordinates. Surely they will be very happy. Then when you coming back tell them that if they do good job, this kind of tours will be once per month.

Negative ways:

❧ Punish the employees who break the orders.

❧ Deduct the salaries of the employees who disobey the orders.

❧ Criticize the people publicly.

   Such as Haier use "6S" big footprint to criticize the staff who did the worst work that day.

Commendation is the most cheapest way to motivate employees

As we can see, there are many ways in the first section, but any way above will cost you much.

positive ways – Bonus, prize, medals…always cost much money.

Cultivate a good example need much time.

Negative ways – Publishing and criticizing always hurt employees and give bad influence to the workers' efficiency.

However, these costs may be ineffective. Because human's desire is difficult to be satisfied.

Commendation is the most cheapest way to motivate employees (cont.)

Do you think commendation is useful?

Nowadays, in fact, it is very useful. There are some reasons.

First, commendation costs nothing, so it is the easiest and cheapest way to encourage employees.

Second, especially in the organic organizations, management is very flexible. In which managers pay much attention to persons' ideas and psychologies.

Third, it is also very useful for the new born companies. Because their assets is very limited and they don't have much money. Besides the employees in a new born company are always very active, so praiseful words must be more effective.

Of course, the effective of words is different in organizations. It also related to the charm of the managers and culture of the companies.

Different methods for different people

As we know Motivation is:

the willingness to exert high levels of effort to reach organizational goals, conditioned by the effort's ability to satisfy some individual need.

As people are so different in thoughts, characters and psychologies that effectiveness of different methods to motivate employees are different (EXAMPLE). To gain the best effectiveness, we should know the needs of the employees. Besides, we should identify what is the motivator and what is hierarchy.

Different methods for different people(cont.)

Conclusion :

So long as we can know the needs of the employees and identify the motivates and the hygienes, we can motivate staff effectively. Moreover we should pay attention to the following points:

 Dominant need is always more important than individual one. We ought to satisfy it first in order to get better effect.

 Need is always changeable. It is influenced by many factors just as policies of government, environment, ages and so on.

 As each need is substantially satisfied, the higher need becomes dominant.

The culture of the company

Why do the culture of the company can motivate the employees?

How to form a culture of a company?

The effect of destruct of the company disciplines.

Family concept.

The culture of the company (cont.)
Why do the culture of the company can motivate the employees?

Examples:

In Haier, there is a goal which is getting higher everyday. Although there is no man to require the staffs to work harder everyday, many of them usually work overtime till about 11:00 pm. This is the culture of Haier, I believe a new comer's behavior will definitely be influenced by it.

Conclusion :

The action of everyone in an organization will surely be influenced by the culture of the company. Positive culture will give good influence, negative culture will give bad influence.

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The culture of the company (cont.)

How to form a culture of a company?

Method 1:

Using disciplines and policies to restrict employees' behavior. When lots of employees behave right and consciously, we can quash the rules. Then a culture has been formed.

Method 2:

Setting good examples. Then, according to their excellence awarding prizes to them. Besides, publicizing their stories in order to enlarge the influence.

Method 3:

Transiting the right guild line into spirit and plant it into everyone's mind. Then, this spirit will leading everyone to doing things right and doing right things. Later culture will be formed.

Different methods for different people (cont.)

Maslow's Hierarchy of Needs Theory

As each need is substantially satisfied, the next need becomes dominant.

lower-order needs - largely satisfied externally
physiological - food, drink, shelter, sexual satisfaction
safety - security and protection from physical and emotional
          harm assurance that physiological needs will be satisfied
Higher-order needs - largely satisfied internally
social - affection, belongingness, acceptance
esteem - internal factors like self-respect, autonomy, and
          achievement, external factors like status, recognition,
          attention
self-actualization - achieving one's potential

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Different methods for different people(cont.)

Herzberg's View

Motivators	
Satisfaction	No Satisfaction

Hygienes	
No Dissatisfaction	Dissatisfaction

From the grasps we can get a method to identify the motivators and the hygienes.

Motivators – **Supply cause encouragement.**

No supply cause No discontentment.

Hygienes – **Supply cause no encouragement.**

No supply always cause discontentment even

troubles.

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The culture of the company (cont.)

The effect of destruct of the company disciplines

As we have said using disciplines is a good way to form the culture of the company, however, while the destruct of the company disciplines will give a serious obstruction to forming of the culture.

Nowadays, lots of companies are every strict with their staffs as the competition become more serious day by day.

Example 1:

McDonald's once compulsively fired a staff because he didn't get the bakemeat ready in time. It seems that it is just a little misplay but it actually impact the whole plan. Because of his mistake all the following preparation delays two hours to complete. Thus I think McDonald's action is right and reasonable.

The effect of destruct of the company disciplines (cont.)

Example 2:

In Toshiba, from that movie, we know that the disciplines are very strict, even every movement is required. And the people who disobey the rule will be punished sharply.
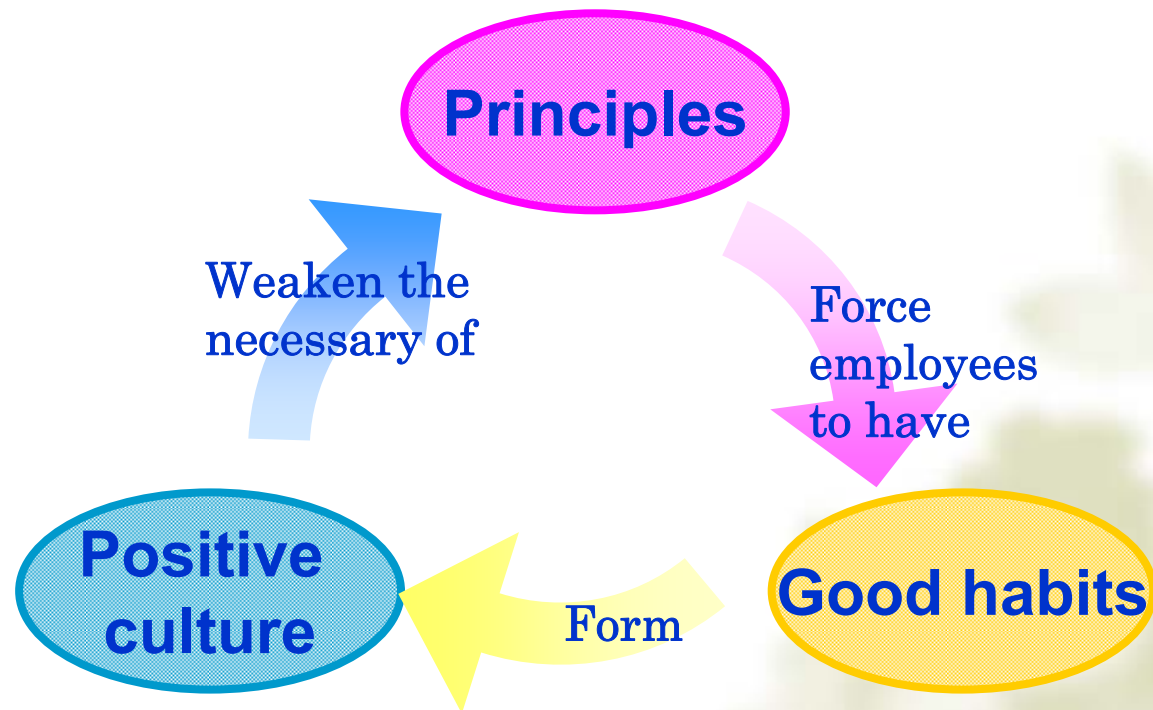
Conclusion:

As we can see, the big companies are always be strict with their employees. And we can find a common of famous corporations which is that all of them were every strict with their employees when they are small. It is not only for the normalization of the company, but also the culture of it. When the culture has been formed those principles are unnecessary. Therefore if we were managers we should not ignored the breakers of the rules, no matter what relationship between we and them are.

The culture of the company (cont.)

Conclusion:

Then we can get a function:

Principles

Force employees to have

Weaken the necessary of

Good habits

Form

Positive culture

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Family concept

The employees will consider the company as their home if the managers care of their employees enough. In that case, employee will consider his workmates (including his bosses) as his family members. Then he will work more happier and harder.

Example :

In that movie, we saw that the middle level manager of Toshiba usually call on his subordinates on festivals or some special days with a little gift. Surely it will make the subordinates feel very warm.

Conclusion

In fact no universal principle for explaining what motivates individuals, and there are still many other methods to motivate employees such as sharing stocks to every staff and forming a happy working atmosphere. And we believe that in the future the ways of motivating employees will be more various and humanistic.

Different methods for different people (cont.)

Example :

In Haier, "6S" big footprint is used to encourage employees. However, in China it is used to criticize the staff who did the worst work that day, and in America it is used to commend the best worker that day.

Thanks for your listening!! hehe • • •