

Motivation: Unraveling the Myth

Employee motivation is driven by both the individual's personality and the characteristics of the job. To become (and remain) motivated employees must perceive their work as meaningful, associate a sense of responsibility with the job, and receive some knowledge of the results of their efforts.

Specifically, motivation is a factor of the individual's needs, the real and perceived incentives that are available, the organization's goals, and the reinforcers that it uses to keep the employee focused on those goals.

Whereas money by way of a bonus is a great reinforcement, an organization lacking the resources to afford lavish incentives can still find ways of motivating its employees.

Although an organization is likely to enjoy the effects of lavish incentives; motivation, and by extension, productivity, tend to suffer if it cannot keep up dispensing exorbitant incentives. Therefore, smaller firms are likely to benefit more in the long term if they provide incentives that do not impose on their bottom lines but are equally motivating.

Workshop components

- Exploring the basis and components of motivation
- Understanding reinforcement and goal setting
- Applying these concepts to motivate employees
- Ensuring that incentives and organizational objective are compatible

Contact inquiry@eaqc.com to unravel the myth of motivation for your key employees and help them arrive at incentives that promote productivity at your organization.