



10 Easy Ways To Motivate Your Employees

Most business owners believe that primary motivation for work performance is based upon intrinsic rewards (money). However, there is much data to support the fact intrinsic motivations play a huge role in the sustained performance of your employees.

Here are 10 proven motivators that will have a positive impact on your work culture and the well being of your employees:

1. Recognition for a job well done

Being paid for work is not recognition. A survey of 5000 Canadian workers revealed **the number 1 stressor is not being recognized for a job well done.** Recognizing your employees and letting them know you appreciate their efforts cost nothing but provide a huge pay off in terms of moral and loyalty.

2. Establish Specific Role Criteria

Workers respond best when they know what their job criteria entails and what specific role they play in your business. Ambiguity is a de-motivator because it leaves room for guessing and misguided expectations between the employee and the employer. Even initial definition of job requirements can subtly change over time, therefore it is important to occasionally redefine the job parameters so to clarify the role and expectations. **The more specific the job criteria the more focused the performance.**

3. Provide Continual Feedback

People are intricately motivated by feedback, which can correct behavior by clarifying roles and allows for timely adjustments. Workers would rather know how their performance is doing by corrective feedback than be ignored and left guessing. **The more constructive corrective feedback offered the more consistent your employee performance will be.**

4. Provide Choice and Decision Making Opportunities

Humans are naturally encoded with a need for choice. If your office culture is one of autocratic rules in which tasks are dictated with expectations, workers just execute them, then eventually you can expect moral problems in your work environment. Allowing and promoting choices at work (even if they are insignificant and not related directly to the task) provide a sense of control from your employees. **Choice provides a sense of control which empowers a sense of importance and is a tremendous intrinsic motivator.**

5. Place emphases upon your employees' competencies

Everyone has a unique gift, skill or talent that they bring to the work place. **It may not necessarily relate directly to the job performance, nevertheless, recognizing the intangibles as well as the specific competencies you workers can play a significant role in motivating and empowering your workers.**

6. Provide an opportunity for personal and professional growth

A significant de-motivator at work is the feeling of being stuck, with no upward mobility or future growth. Motivation is based upon the belief we can move forward and improve situations. Placing on both professional and personal development (even if there is little opportunity for upward mobility) can provide an opportunity for your employee to develop which will have a significant impact upon their motivation and sense of loyalty.

7. Provide an opportunity for group bonding

We all have an intrinsic need to belong. Your work culture determines how much your workers feel part of the team. Feeling disenfranchised is a significant de-motivator and happens in most work forces that isolate and micro manage their employees. Focus upon group participation by providing regular meetings, special fun occasions at work, ie: birthdays, holidays, etc. that create a spirit of connectedness and common interest which will allow individuals to bond and feel part of the team.

8. Provide a sense of purpose

Most workers are intrinsically motivated when they have a sense of purpose and meaning for what they do. Just think how passionate people are when they have a greater cause or purpose than just the pay check. Foster a higher sense of achievement by promoting a greater cause, ie: Bonus for exceeding projections, etc. **Meaningfulness and purpose are tremendous intrinsic motivators that pay off exponentially for your business.**

9. Provide challenges

It is human nature to compete and strive to improve. However the law of diminishing returns is a de-motivator; mediocrity and the status quo is the result. Providing challenges both professional and personally can ramp up the energy of your work force and create momentum which will have a positive impact on the moral and performance of your employees.

10. Stay Connected

One of the greatest and often overlooked motivator at work (especially loyalty) is based upon the fact that employees like their boss. Your employees depend upon you for leadership and guidance. You are the captain of the ship and it is necessary that they trust you to make good decisions that are also in their best interest. (Remember Enron). The more connected you are to the pulse of your work force, the more responsive and loyal your workers will be. Just sending out a few e-mails or dropping by for an important meeting just doesn't cut it. If you show your human quality of caring, trust and integrity you will have entrusted employees that will reciprocate in kind. **Proficiency and performance over the long haul depends on whether your employees like you.** There is no substitute for being a real person and showing that you have a genuine interest in the wellbeing of your employees. This will create a sense of empowerment and sustained motivation and loyalty over the long haul.

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