

## The Motivation of Your Employees as the Key to Your Success

*“Take care of employee and they will take care of your customers” – Herbert D Felleher*

So you hired the best out of the bunch for that opening in your company, trained him, and then put him on the payroll. In a month or so, you are pleased with his performance, or he probably exceeded your expectations. You give yourself a pat on the back for finding someone worthwhile, and you simply moved on to other things. In a few months or maybe years, that employee pops up your radar, not because of how he excelled, but on how he is performing badly.

You noticed how he comes in late to the office, if he even comes in at all. His immediate supervisor had advised him to correct his ways, but he continued to perform as if he did not hear a thing. He became irritable and easily frustrated. To make things worse, there are multiple complaints against him from the customers. With no signs of immediate improvement, he was given a pink slip and was let go. Despite that he is gone, the damage has already been inflicted.

Demotivated employees give the company a bad rap. Their poor performances lead to terrible customer service, decreased revenues and general dissatisfaction. Word of mouth travels fast, and could easily sway your potential customers to choose your competitors.

Firing demotivated employees was once a prime choice; but nowadays, it is as effective as using a bubblegum to stop leak on a damn. Letting employees go is a temporary solution that is also quite costly. On average, the company spends 50 to 60 percent of the annual salary of the position to replace the employee. That amount goes to job advertising, training and from other employees working overtime to compensate for the lack of manpower.

There are several ways to curb or increase motivation among employees. Among them are the following:

- **Communicate better** - Express your instructions better. Speak to employees as humans, and not as factory parts.
- **Empowerment** - Show appreciation and recognition for a job well done. Compliments go a long way.
- **Set examples** - Act on how you want your employees to behave.
- **Offer opportunities for Growth** - Give ways for employees to grow or try new tasks.
- **Provide Incentives** - Not necessarily cash, it could be as simple as pizza or some time off work.

- **Promote teamwork** - Competition between employees can be beneficial; however, promoting teamwork is healthier.

Keeping the employees motivated is an integral part of the success of any company. A happy employee shows his appreciation in increased productivity, enthusiasm, quality, and speed of performance. Invest on your employee and the returns can be exponential.