



From Behind the Desk



Getting the Most out of
Employees

Companies with **ENGAGED EMPLOYEES**
OUTPERFORM those without by

202%

**One of the hardest parts of running
a business is knowing how to
motivate your employees.**

Do you wish you could inspire your employees to increase their productivity? Do you know what motivates them? Do you know how to adjust your approach based on their personality and circumstance?

You can maximize your staff's productivity if you understand what motivates them.

PRIMARY MOTIVATORS:

1. FEAR

People who are comfortable will often do less than their best because they have no higher aspirations. They're content, so why should they exert themselves beyond the minimum expectations?

Employees like this will not give their all for the company when promised greater rewards, they will only do their best for Fear of losing what they have.

2. PEER PRESSURE

Placing an employee, who is motivated by the opinions of others, in amongst good influences will motivate them to excel. While placing them amongst poor performers will quickly lead to stagnation.

These employees will mirror their surroundings. Mindful placement of employees motivated by Peer Pressure can shift a team's whole dynamic for the better, leading to a chain reaction of increased productivity.

3. PRIDE

Many employees will only invest in a task or assignment if they see what's in it for them—they are more interested in helping themselves than anyone, or anything, else.

By putting people into situations where helping themselves also helps the business, you can utilize the Pride motivator.

4. RECOGNITION

Employees who constantly position themselves to be in the spotlight and go out of their way for an at-a-boy are likely motivated by a desire for Recognition.

Creating an environment that recognizes workers' efforts, will engage the full efforts of employees motivated by Recognition.

The ability to discern the motivations of a work force is a valuable skill. Using that skill effectively will increase the productivity of one of your organization's greatest assets: It's People.



Cogent Analytics believes in strengthening the small-mid sized businesses that are the backbone of this country.

"From Behind the Desk" is a series designed to offer our expertise in key areas that business owners are challenged with every day.

These emails are *not* a solicitation and are meant to provide insight and information relevant to business ownership.



Cogent Analytics is a business management consulting firm committed to integrity and transparency. We deliver powerful solutions to privately held businesses to help ensure long-term growth and sustainability.

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RESOURCES PAGE:**

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