

Motivating Employees

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Abstract- *This study is aimed to analyse ways of motivating employees to improve their performance at work. In assessment of this aim, this study used deductive approach where a qualitative survey was carried out among employees of United Company. The survey was meant to get the employee's responses on what they think or feel are the best ways that would motivate them among a list of four motivational aspects. 50 employees out of 300 were used as sample population and a written survey questionnaire developed from literature review used to obtain information from the sample size. Empirical findings analysis showed that among the four listed motivational factors, the most preferred strategies of motivating employees in the company appeared to be offering the families of the employees' financial aid and offering the employees an upgrade or promotion. Awarding the employees rewards and bonuses, as well as a pay raise were other factors that the employees considered ways that could motivate them, although less effective motivational strategies as compared to the other two mentioned above. There are certain limitations of the study including the survey being conducted only on a sample of employees of United Company. The time the study was conducted was also limited and the employees had busy schedules, therefore, making it difficult to obtain information from them. Another limitation was that the study is based on sample size since not all employees participated. In addition, the research was limited to financial motivation as the main strategy and determinant of employees' performance. The study is also limited to existing models and theories and their limitation and influence on enhancement of employee performance.*

General Terms- *Motivating Employees; Incentive Programs.*

Keywords- *Pay Raise; Bonus; Rewards; Financial Aid; Upgrading; Promotion.*

1. INTRODUCTION

We Motivation has been studied for many years and employers and managers have utilized assessments to determine the personality of employees and anticipate their behaviors better. However, assessment scores alone cannot effectively describe the needs of the employee towards improving their performance through motivation. It is therefore essential for managers to fully understand their staff and be more explicit in their approach towards motivating them as well as understanding their aspirations and goals [1].

There is no single method to motivate employees since all employees are different from one another and thus motivated by different factors. Some employees are motivated by rewards, others by money, and others by recognition and still others motivate themselves in achieving. Managers and supervisors therefore ought to utilize a number of different approaches and strategies to increase the motivation of their employees and increase productivity [2]. In this study, the motivation strategies and techniques discussed include motivating the employees using bonuses and rewards, upgrade, financial aid to their families and offering them pay rise.

2. METHODOLOGY

This study used deductive approach where a qualitative survey was carried out among employees of United Company. Fifty employees out of three hundred were used as sample population and a written survey questionnaire developed from literature review used to obtain information from the sample size

3. Motivating Employees Factors

3.1 Bonuses and Rewards

Offering bonuses and rewards to employees is generally a positive technique and has proven to provide authentic motivation, although short term as compared to job upgrade and offering financial aid to dependents of employees and thus rendering it ineffective. Bonuses and rewards also increase employees' identification with a certain company and align them with its operational goals. This gives employees a vested interest [3].

Bonuses and rewards can be offered to employees in different occasions and for various deserving reasons. For instance, companies may decide to offer employees a fixed or percentage dollar amount when there is an improvement in sales over previous periods. A certain dollar amount or percentage can also be awarded to employees who develop an advancement that can result in improvement of profit.

In such a case the company assumes the case and limits the developing cost as well as creating a new service or product [4].

Where bonuses and rewards motivation strategy is utilized, the company ought to create multiple levels of the bonuses and rewards so that employees can strive for fresh new goals continuously when previous goals are met (Barto & Srivastava, 2002). The bonuses and rewards should be timely and meaningful in that, the requirements should range within the abilities of the employees and the amount sufficiently substantial to motivate them. Bonuses should not be based on subjective opinions but measurable results. There should be lower level bonuses that can be attained easily so every employee experiences remuneration and is motivated to attain higher goals [3].

3.2 Upgrading and Promotion

Upgrading and promoting employees to positions of more authority and responsibility is also a strategy that can be used to motivate employees. The possibility of a job upgrade can motivate employees by petitioning to career anchors. Career anchors are the major personal priorities and major career that employees hold. Job upgrade or promotion provides employees with an opportunity for compensation increase. The compensations contribute to a lifestyle that is more comfortable thus making promotions appealing goals of motivation for a wide range of employees [5].

Promotions and upgrades of employees motivate employees by making them recognize the opportunity for an advanced on-the-job experience [6]. Career anchors including stability and security make some employees to work towards upgrade and promotions with the aim of cementing their positions within their companies. Employees thus produce consistent and work of high quality and gain recognition or attain a reputation among peers. What is more, promotions and upgrades motivate employees by alluring to their ambition sense. This applies for employees who desire independence and autonomy, managerial competence, and authority. Such employees who believe promotions will have them attain their goals will work to demonstrate their leadership and supervisory skills so as to be upgraded [7].

3.3 Offering Financial Aid to Employees

Another motivational technique that seemed to be favored by many employees in the sample size was offering financial aid to the employee families. Financial aid to the families of employees may be done in different ways depending on the reasons as to why the aid is needed. Since employees love and care for their families, the most effective way to create a bond between the employees and the company at large is through their families. Offering support and family-friendly benefits to employees motivate them greatly and increase their performance. There are various ways in which a company can offer financial aid to the families of their employees. One of the

most effective ways is by providing educational assistance. The rising college tuition cost can be a cause of problems at work and at home, de-motivating the employees and thus rendering them to perform poorly at work. Employers who give assistance to the dependents of their employees in paying for tuition especially in higher learning institutions get their workforce motivated, less stressed and more focused in their duties in the work place [8].

Financial aid by employers to their employees can indirectly be offered through paid parental leave. In addition to paid maternity leave, companies can motivate their employees through paid paternity leave. Offering both paid leaves is a way of motivating their employees by supporting their lives outside the work and ensuring that they are focused fully while at work. Such family related paid leaves provide employees with a better balance of life and work. With the comfort of the balanced life and work, employees will be motivated and will improve their performance and that of the company as well [9].

3.4 Pay Raise

A raise in pay is also another factor that some employees feel can motivate them. Pay raises motivates employees when they recognize that the raises represent a reward for their excellent work [10]. A direct connection between higher pay and superior performance must exist for this technique to be effective in motivation. Moreover, employees must possess sufficient autonomy over their work to make sure their efforts have significant results on their performance. The pay raise size may also determine the impact of the raise [11].

4. RESULT AND DISCUSSION

According to this study, the most trusted technique of motivating employees was offering financial aid to their families. Most employees felt the company, by extending its support to the families of these employees valued the employees and their services. This gave the employees a reason to work harder as a way of showing their gratitude to the company.

Upgrading or promoting employees to positions that gives them higher authority or responsibility also was a strategy that most employees believed could motivate them highly. Job upgrade goes hand in hand with improved job experience, many forms of positive compensation, and appeal to employees' sense of ambition. Most employees seem to prefer being promoted at their work place to only having their salary increased or being awarded bonuses and other rewards.

Most employees felt a pay raise and being offered rewards and bonuses to be motivated with would have a reduced impact as compared to upgrade and financial aid offered to their families. Generally, bonuses and raises effectiveness in motivating employees is short lived. The positive impact of a bonus or raise can fade reducing the effect bonuses and pay raise have on motivation of employees [12].

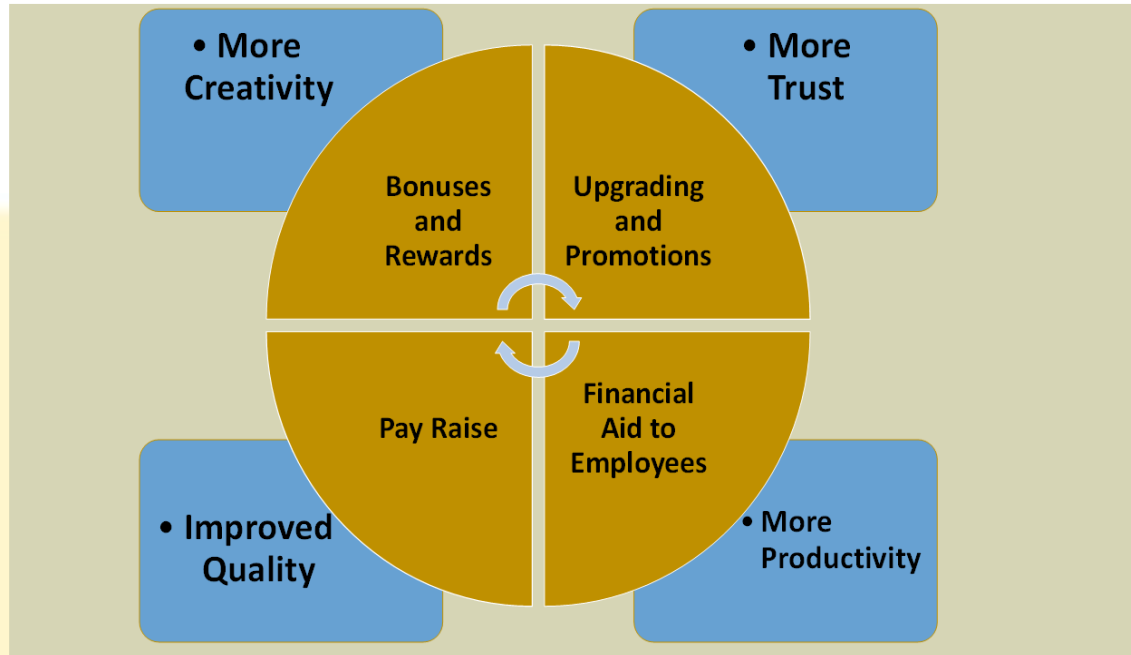


Fig 1: The most affective factors on the motivating employees.

5. CONTRIBUTION AND NEW INSIGHT

Employers should consider motivation strategies that not only have better advantages on the company but also on the employees themselves. They should show their value to the employees using varied motivation strategies that employees are satisfied with.

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7. CONCLUSION

None of the motivational strategies would be effective in motivating employees when implemented alone. Several of the strategies should be combined so that all the different employees may feel considered and their morale rose. However, Gestures demonstrating to employees that their efforts are of value have proven to be considered by most workers to boost their morale and motivate them even in absence of tangible strategies like pay raise and bonuses.

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