



Webinar

Motivating and Engaging Employees

Keeping Employees Focused on Achieving Long-Term Goals

- ▶ Identify the importance and value of employee engagement and motivation
- ▶ Identify and apply various methods to engage and motivate employees

"Ability is what you're capable of doing.

Motivation determines what you do.

Attitude determines how well you do it."

Lou Holtz

Motivational Organizations

- ▶ If motivation high through organization
 - ▶ Meet goals
 - ▶ Retain employees
 - ▶ Produce results
- ▶ Balance in hiring based on diversity in personality
- ▶ In motivational organization: employees naturally complement one another

Motivational Jobs

- ▶ All have our own idea of the “perfect job”
- ▶ Ideal is to be motivated beyond a pay check
- ▶ Motivational jobs combine many of the theories and factors to motivate
 - ▶ Challenges presented but achievable
 - ▶ Challenges achieved – reward
 - ▶ Manager *knows* employees

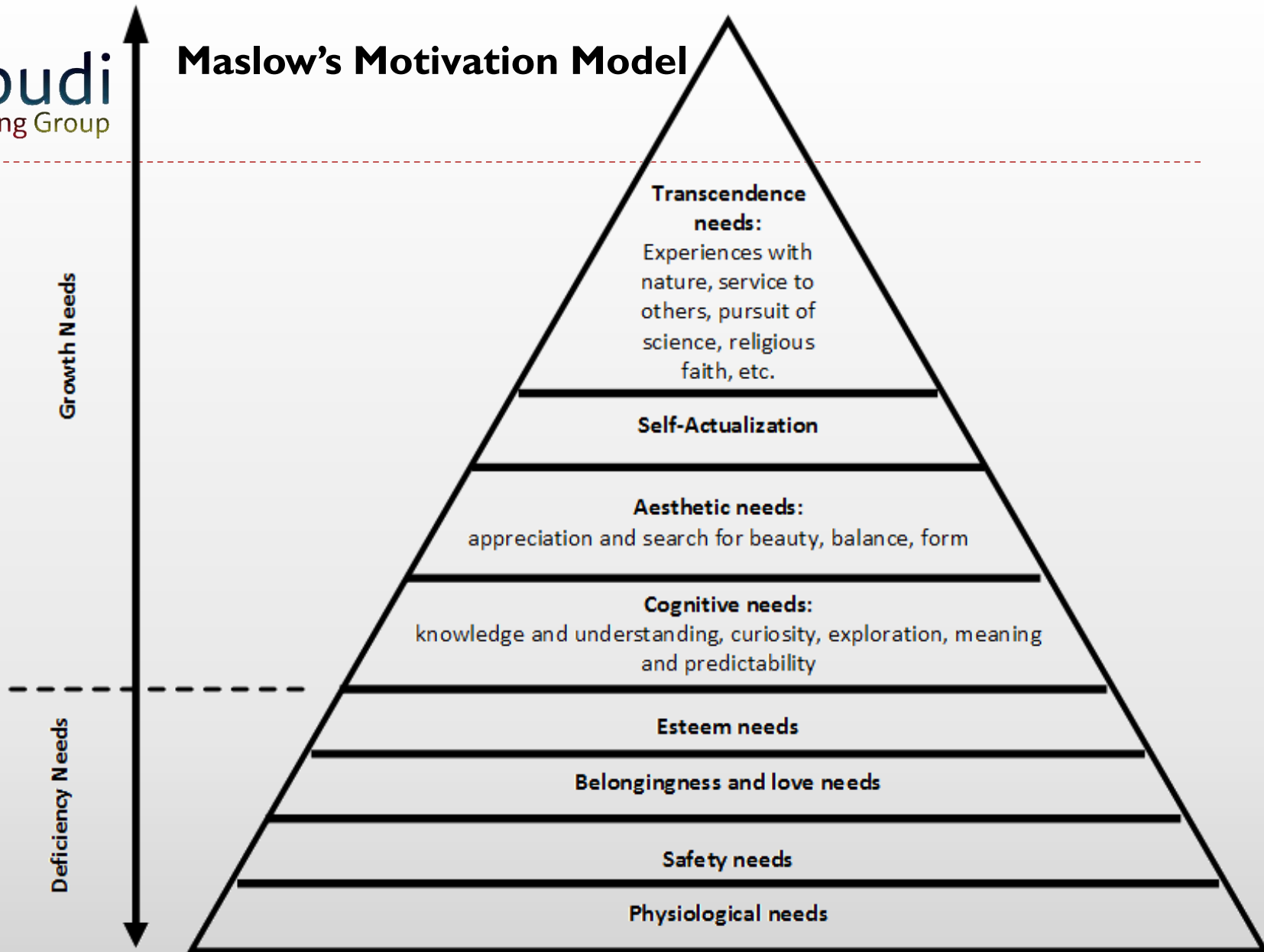
Factors for Satisfaction

- ▶ Achievement
- ▶ Recognition
- ▶ The work itself
- ▶ Responsibility
- ▶ Advancement
- ▶ Growth

Factors for Dissatisfaction

- ▶ Company policies
- ▶ Supervision
- ▶ Relationship with supervisor/peers
- ▶ Work conditions
- ▶ Salary
- ▶ Status
- ▶ Security

Maslow's Motivation Model



Reinforcement Theory

- ▶ Conditioned to act in certain ways based on certain stimuli
 - ▶ A response to stimuli which is followed by something good will become more “right” to us
 - ▶ A response followed by something negative/bad will become more “wrong” to us
- ▶ We learn behaviors based on what resulted from that behavior
- ▶ Four steps to behavior modification
- ▶ A coaching activity

- ▶ **The issue of valence:** does the motivation exist to complete a task well if the outcome is uninspiring?
- ▶ **The issue of expectancy:** Effort only leads to performance if the condition exist to make it so.
- ▶ **The issue of instrumentality:** Reward must equal effort

Theory X

- ▶ Dislike their work
- ▶ Avoid responsibility
- ▶ Must be controlled
- ▶ Need micro-management
- ▶ No incentive to work
- ▶ No ambition

Authoritarian style of management

Theory Y

- ▶ Happy to work
- ▶ Decision-making
- ▶ Self-motivated
- ▶ Take ownership
- ▶ Seek responsibility
- ▶ See work as fulfilling
- ▶ Solve problems well

Participative style of management

Intrinsic

- ▶ Motivated from within
- ▶ Perform an activity because it fulfills a need
- ▶ Do work because it is *personally* rewarding

Extrinsic

- ▶ Motivated by external factors
- ▶ Do job to earn a reward or avoid negative



One not better than the other; both are valuable.

- ▶ No employee is the same as another employee
- ▶ Understand and apply a number of theories to engage and motivate each employee in the workplace
- ▶ Nothing stays the same! You'll need to learn what motivates your employees year over year

What are your questions?



Gina Abudi

Email: gabudi@abudiconsulting.com

Phone: +1 (603) 471-3864 ext 301

Website: www.AbudiConsulting.com