

EMPLOYEES ENGAGEMENT & MOTIVATION

By Olga Oleinik



PLAN :

1. Definitions of Motivation and Engagement
2. Modern problem of disengagement and demotivation
3. Recent studies and theories
4. Famous companies examples



Motivation—the general desire or willingness of someone to do something(Oxford Dictionaries)

Engagement—employees as those who are involved in and enthusiastic about their work and workplace (Gallup)

THE
WORKING DEAD

**THE HIGH COST OF
LOW ENGAGEMENT**





70%

OF U.S. EMPLOYEES
ARE DISENGAGED

THEY'RE WORKING DEAD.





WORKPLACE ZOMBIES
PROVIDE POOR
CUSTOMER SERVICE.

WORKPLACE ZOMBIES
LOWER YOUR PROFITS



WORKPLACE
ZOMBIES
TAKE MORE
SICK DAYS



THEY ARE CONSTANTLY
LOOKING AROUND
FOR NEW JOBS



THEY INCREASE YOUR TURNOVER RATE



EXIT

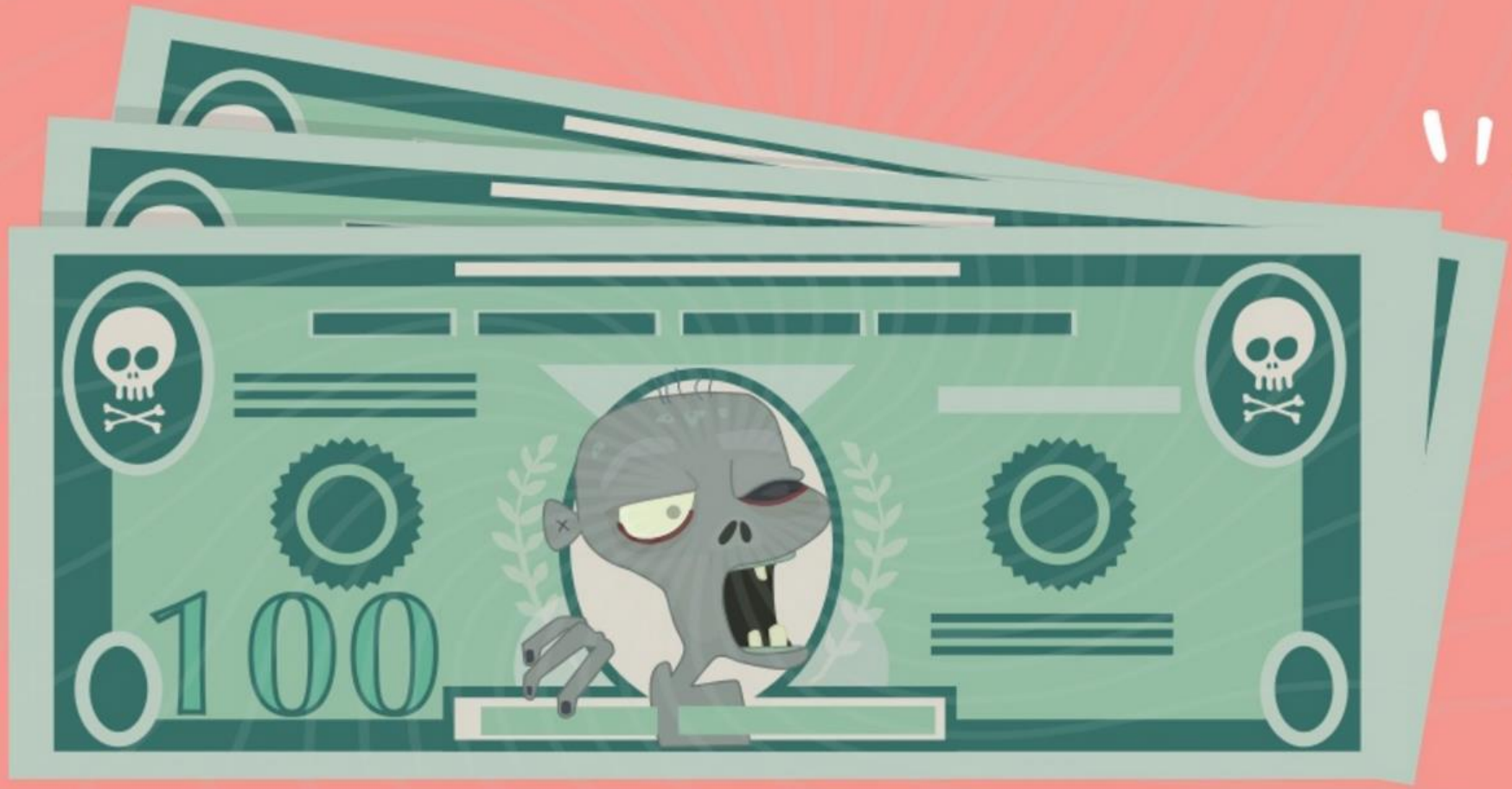
THEY INFECT THE STAFF AROUND THEM



WORKPLACE ZOMBIES SPEAK NEGATIVELY ABOUT YOUR BUSINESS

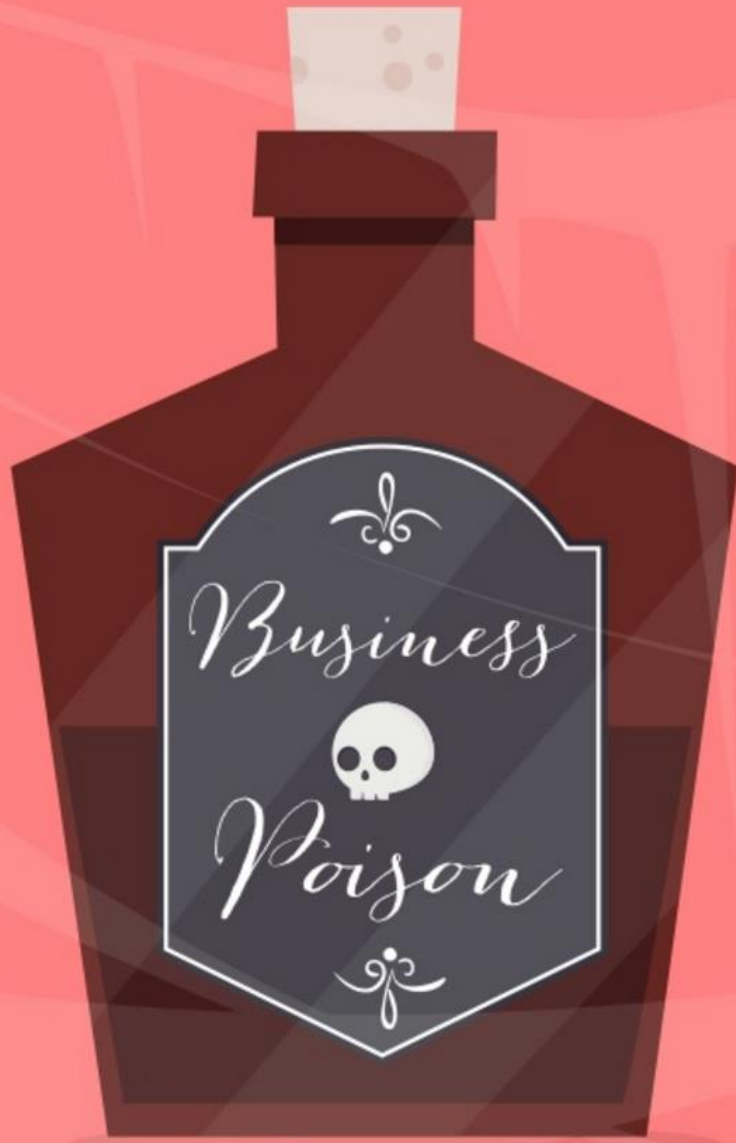


THEY COST U.S. BUSINESSES
\$550 BILLION PER YEAR



THEY ARE COSTING YOU
MONEY IN LOST
PRODUCTIVITY



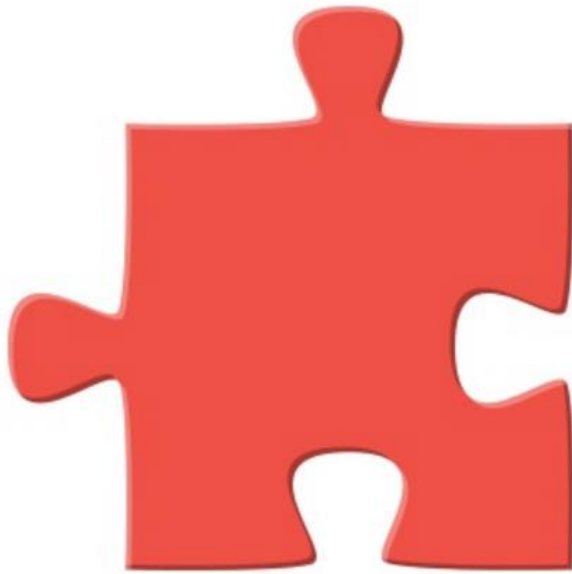


WE'VE ALL SEEN
WORKPLACE ZOMBIES
BEFORE.
THEY HAVE NO DESIRE
TO BE THERE AND ARE
ACTIVELY DISENGAGED.

There are 4 modern theories:

- Self-Determination theory Daniel Pink
- RESPECT Model
- Paul Marciano
- ABCD Model
- Ken Blanchard
- SCARF Model Neuroleadership David Rock

3 THINGS THAT MOTIVATE US BASED ON INTRINSIC MOTIVATION



AUTONOMY
MASTERY
PURPOSE

MADE FAMOUS IN DAN PINK'S **TED** TALK
"THE PUZZLE OF MOTIVATION"

1 AUTONOMY

WHAT IT IS:

"THE DESIRE TO DIRECT

OUR OWN LIVES"

HOW TO IMPROVE IT:



GIVE EMPLOYEES
THE FREEDOM
THEY DESERVE



DON'T
MICROMANAGE



LET THEM WORK
ON PROJECTS THAT
INTEREST THEM

2 MASTERY

WHAT IT IS:

"THE URGE TO BECOME

BETTER AT SOMETHING"

HOW TO IMPROVE IT:



ENABLE EMPLOYEES
TO DO WORK
THAT MATTERS



EXPERIMENT
FREQUENTLY



TEST EVERY
ASSUMPTION

3 PURPOSE

WHAT IT IS:

"FEELING LIKE YOU'RE PART

OF SOMETHING BIGGER"

HOW TO IMPROVE IT:



LET YOUR EMPLOYEES
GIVE BACK TO
THE COMMUNITY



REMIND EMPLOYEES
WHY YOU'RE DOING
WHAT YOU'RE DOING



EMPHASIZE
THE MISSION OF
YOUR COMPANY

Carrot and Stick Approach



MOTIVATE YOUR TEAM

Most managers use it to induce a desired behaviour by blending rewards with punishment.

Problem: It only works for simple, straightforward tasks. If a task requires any creative thinking, this approach doesn't work.



Survey Says...



MOTIVATE YOUR TEAM

% of workers who claim the following factors are very effective motivators:

praise from managers	67%	cash bonuses	60%
attention from leaders	63%	pay raise	52%
more responsibility	62%	stock options	35%



89%

of employers think
their people leave
for more money.



12%

of employees
actually do leave for
more money.

PERSONAL GROWTH

IS THE KEY TO EMPLOYEE MOTIVATION



HOW

MAJOR
COMPANIES



MOTIVATE THEIR EMPLOYEES



Taking Care Of The Family:

- Google –If a U.S. employee passes away while working for the tech giant, the employee’s spouse or domestic partner receives 50% of the deceased’s salary, no matter how long or short his tenure, every year for the next decade.

On-Site Personal Massages & Mental Health Resources:

Employees at Mayo Clinic can get massages while its Arizona facility's "stress-free zone" offers resources to cope with work anxieties.

Rewarding Safety:

Chesapeake Energy paid out more than \$8 million in "safety bonuses" in 2011 to more than 6,000 employees across the company for following safe work practices.



THANK YOU FOR

ATTENTION

