



*A series of tips that will  
improve your performance  
at work in no time!*

## **How Do We Motivate Employees?**

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Is money the only way to motivate your employees? A McKinsey global survey on motivation found that performance-based cash bonuses are used frequently but that employees view “praise and commendation from their immediate manager to be more effective than cash” (67% for praise, versus 60% for cash). (Motivation People; Getting Beyond Money, Duherst, Guthridge, Mohr, *McKinsey Quarterly*, November 2009) Research suggests that workers require a certain amount of money to reach a satisfaction level.

Once this is achieved, however, workers require other motivators to become fully engaged and perform at their optimal level.

So what are the motivators that will help build employee work performance, commitment, and passion? In their article “Employee Work Passion” Zigarmi, Diehl, Houson and Witt (2001) found that job factors were more important than organizational or relationship factors in employee retention and engagement. The job factors that they found to be most important were:

1. *Meaningful work*
2. *Autonomy*
3. *Task variety*
4. *Workload balance*
5. *Feedback*

Of the above, meaningful work and autonomy were rated higher as being important factors for workers. How can leaders make-work more meaningful? One of the key approaches is to create a work environment that fosters all of the above working conditions.

## Show Your Workers a Blueprint for Creating a Meaningful Work Environment

Visit Seattle's Pike Place Fish Market, and you will find an amazing company that has discovered how to make-work more meaningful. Their motivating and engaging approach has been captured so that your organization can learn their lessons. The result is a dynamic (and newly updated) Fish! Philosophy video that engages your group in a rich example of a motivating and meaningful work environment.

### A Philosophy that Builds Meaning and Motivation

How did the Pike's Place Fish Market achieve their extraordinary work environment? The Fish! Philosophy video points to four important practices that motivate and engage employees:

1. **Be There**-In today's workplace, multi-tasking can deplete energy and intention. "Be there" focuses on mentally and physically, so employees can **seize** opportunities and maximize their performance.
2. **Make Their Day**-The ability to genuinely connect with customers and colleagues creates an engaging work environment as well as a delightful customer experience – the kind that builds loyalty and motivation.
3. **Play**-Adults learn best in low-stress environments, and "play" focuses on how to embrace a playful state of mind that makes employees more energetic, enthusiastic and creative. Result: enhanced customer relations and elevated productivity.
4. **Choose Your Attitude**-This practice cultivates self-sufficiency and control in consistently making smarter business decisions. A mental state optimized to "be there" with an attitude that ignites success.

Creating a more motivating work environment is not only possible to build, it can be done by showing workers a great way to start by combining a few job enrichment basics with a positive culture using The Fish! Philosophy.

These tips are intended to be useful and to help you achieve your performance goals at work. Visit CLI at [www.corplearning.com](http://www.corplearning.com) for more ideas.