

Unicef



**ASSIGN
BUSTER**

UNICEF is a non-profit organization which focuses on child development and survival, basic education and gender equality, child protection and policy advocacy and partnerships. This non-profit organization works together with families in the community and with some countries in order to design communication strategies which aim in advancing goals for child protection, education and prevention. Its mission is to support and protect the child against all kinds of violence to help them meet their basic needs and to expand their opportunities for a better future.

The purpose why UNICEF establishes this kind of undertaking is that the organization recognizes the right of every child with respect to the society. They also believe that poverty can be reduced by taking good care of every child in the community. In addition, they also believe that every child has the right to live and must not suffer or die from any illnesses. The success of this non-profit organization depends on the people who work hard to achieve the company's goals and objectives.

They have a set of ambassadors which are classified into international, regional and national ones. They also have supporters who come from different walks of life such as the ordinary individual, some eminent personalities, children and young people who, in one way or another, want to extend help to those in need. This organization is indeed, successful since many individuals extend their support – either in monetary format or their presence. Without these people UNICEF would not have been able to continue its mission to serve children within the community.

Employee Motivation Factors A saying which goes “ You can take the horse to the water but you cannot force it to drink” also applies to every employee in the organization. Employees can do whatever they want to do or they do things if they are motivated. It is always the main responsibility of the manager in the workplace to get things done through the employees. In order for the employees to perform well in their assigned tasks, they must be highly motivated.

In UNICEF, the organization is composed of many different talented individuals who extend their help to the company. Everybody in the organization plays a very vital role to its success. Each is motivated by their vision-mission which is mainly focused on saving the lives of the children. They always touch the lives of the children and every woman in the community, thus, making them an inspiration to everybody.

One of the most powerful motivator for employees is to let them feel they belong to the organization. In a research conducted (Levesque, 2007), the following are the three factors which improves employee motivation.

- For the employees, work feels more like play.
- The organization is more customer-focused rather than profit-oriented.
- Employees are allowed to experience high levels of involvement and ownership.

However, the process of cultural change takes four-step simple experiments which are as follows:

- Have at least one employee come up with at least one new and original idea for improving the customer experience.

- Encourage the employee to take charge of implementing the idea. Provide help or support if needed.

- Make it convenient for customers affected by the idea to supply positive feedback about it.

- Observe the effect of this feedback on the employee who originated and implemented the idea.