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Effective Motivation Techniques

INTRODUCTION

In today's fast-paced business world, employees are continuously exposed to various pressures, including meeting deadlines, satisfying the client or customer, and managing positive relationships with co-workers and managers. Under regular business strains, employees are often overwhelmed, leading to diminished motivation to perform to company guidelines and expectations. This report will highlight several effective motivation techniques and positive communication practices to help boost employee morale and their motivation to succeed.

EMPLOYEE PSYCHOLOGICAL NEEDS

Abraham Maslow, a renowned psychological theorist from the 20th Century, describes his Hierarchy of Needs, involving five psychological factors which drive employee motivation. Under this theory, once basic physiological needs are met (such as food, water, or simply the existence of a paying career), the employee then requires safety in order to maximize their potential. After meeting needs for safety, belonging is the next tier on the hierarchy, followed by esteem needs, finally reaching self-actualization as the pinnacle of their total capabilities (Morris & Maisto, 2005). Basically, Maslow suggests that motivating employees can be as simple as supplying a secure, well-paying job and giving employees positive feedback regularly when they exceed or meet corporate expectations. This satisfies their psychological needs for security and esteem, allowing them to explore establishing quality peer relationships to reach their fullest potential, thus

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boosting total productivity.

Research has uncovered that equity builds internal motivation within employees, involving perceived fairness regarding their receipt of business rewards equal to their total contribution to the firm (Mathis & Jackson, 2005). If employees feel they are working quite hard for the company, perhaps exceeding expectations, but are not receiving an equitable bonus or compensation reward, they will likely have lowered morale and be non-productive, even angry employees. With this in mind, it is extremely important to the business that managers maintain close monitoring and association with employees who are routinely productive so as to offer fair reward to the employees who deserve it.

Many managers, also, tend to forget the importance of non-verbal communication when they are dealing with employees. This is the sending and interpretation of messages with emotional content including facial expressions, eye contact, and tone of voice (Gomez-Mejia, Balkin & Cardy, 2005: 638). Managerial posture often indicates whether the manager is actual interested in what is being discussed with the employee, and if the employee perceives any deception or irritation over the discussion, employees will feel resentful and perhaps establish a non-cooperative attitude in relation to satisfying managerial expectations.

CONCLUSION

Though non-verbal communication is not the only effective communication technique, it is important to maintain quality eye contact and use gesturing in a positive manner if the employee is to respond to productivity requirements. Motivating employees is not always easy, as the manager must build a connection with the associate by using techniques which build

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on their own inherent desire to genuinely want to perform to corporate guidelines. Sometimes, this means understanding employees from the psychological level and responding to their needs for esteem and office relationships.

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