

How to motivate workers in tough times

[Business](#), [Management](#)



How to Motivate Workers in Tough Times May 11, How to Motivate Workers in Tough Times by Erin White

Theme

The central idea in this article is that keeping employees motivated and focused during tough times in the organization is often overlooked by the managers¹. This article looks at the importance of employee engagement during tough times as well as things that the managers need to do to keep the focus and motivation intact among the employees.

Concepts

Related to the chapter concepts, the author highlights the importance of the managers to connect the workers in the organization. Great managers ought to know each employee and therefore, for example, if an employee recently had a friend who got laid off due to the harsh economic times, they feel accommodated by the rest of the workers in the organization. This can only come if the management creates a firm work-place relationship. Also, the author advises managers to communicate the expectations of the workers clearly because during economic crisis, managers often have to do more work with less manpower due to layoffs.

The last concept that White emphasizes when motivating employees during tough times in the organization is helping employees know that they are part of the future of the organization. People perform well if they know that they are not next in line to be laid off therefore they would be maintaining or improving their performances². This makes the employees focused on delivering.

Personal Observation

The author is right in realizing that to achieve the same amount of work level with a reduced manpower needs a motivated and focused lot. Economic crisis has the negative ability of reducing the level of commitment and focus of the remaining employees in the organization due to disruption in the work groups as a result of lay-offs. His ideas are both practical and easy to implement.

Bibliography

White, Erin. " How to Motivate Workers in Tough Times ." The Wall Street Journal 7 November 2008. <http://online.wsj.com/article/SB122531548636981645.html>