

How to motivate without money

Carole Spiers suggests ways to make employees appreciated without having to increase their remuneration.

With the current economic climate, and many companies being unable to pay their employees more money, what are the other alternatives left open to the management that can be used to motivate teams? Is it even possible to do so without giving additional financial reward? The good news is that it may be easier than you might have thought, others have done it and if they can, so can you!

Motivating factors

One of the most effective ways of motivating a team is to ensure that they understand the aims of the organisation for which they work, and, that they are supported



by management towards the achievement of those common aims.

Where company policy dictates that there will be no increased remuneration, there is still an absolute need to get team commitment. Any

manager is only as successful as his or her department and that means that the team must be properly advised of the overall position and the need to conserve funds and to increase efficiency in order for the organisation to survive. In this context, there are many positive ways

to motivate a team, and here are few strategies to start off with.

Talk to your team

There are a number of ways in which an employer can show his/her appreciation for work done well. Each individual employee should be



Illustration : Anesh Varghese

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asked what else, other than money, is important to them, and to tell them that you value their input.

Feedback

The completion of confidential feedback forms or questionnaires will give your team an opportunity to be open and honest about their feelings both towards you, and the company, and what ideas they might have for improvement.

Outside team building activities

These would take place away from the workplace and can lead to a much happier and healthier working environment, and such exercises can also help in the resolution of pre-existing issues within the team.

Lunchtime activity

Every month, have one lunchtime activity where you discuss how things are going, and what improvements can be made. In simple terms, involve everyone all the time.

Listening

'Communication' is not only talking to your team, but also listening to them. It is important to confirm their full understanding of the company objectives and their individual role(s); it is also equally important to indicate the importance of their specific feedback to the achievement of designated targets and the fulfilment of published standards.

Incentivise

Small incentives, such as McDonald vouchers to take out the whole family, spa days out, arranging coffee and pizza for those staying late, etc., may be token gestures that are inexpensive, but they do show, albeit in some small way, that you appreciate your team's input.

Being appreciated

Praise from the CEO goes a

lot further than you might think. If you want your team to be fulfilled emotionally as well as financially, then a word at the right time, in the right place, can make a huge difference.

Saying 'thank you' for a job well done, either personally or in front of a group, is only good manners, it also happens to be a very effective motivational strategy.

Other ways that have been employed are for the staff canteen to offer healthy, appetising food; 'quiet rooms', so that people can unwind and relax between working sessions or, maybe, even yoga and relaxation classes to demonstrate to employees that their hard work is appreciated.

'Employee of the Month' award

At the end of each month, an award can be given to the employee with the best productivity, when they have done a really great job.

They can also be mentioned in the company newsletter, the website or notice board. Anywhere that gives

profile to the individual concerned.

Flexibility

There are many jobs that are very boring; so, try and rotate them so that the boredom factor doesn't get in the way of performance. Find out ways to engage with the team. Talk to them and ask them how you could improve the boredom factor. The key here is communication.

Make your ideas theirs

People hate an inflexible, rigid way of working. Instead of telling people how you want something done, ask them in a way that will make them feel like they came up with the idea themselves.

Constructive feedback

Not everyone gets everything right first time and if you are only ever known to criticise and not give praise, then just watch motivational levels fall! So, if you do need to give feedback to a member of your team, always end on a positive note.



Ideas board

Asking people for their ideas and suggestions and ensuring that some of them are implemented can be very motivating. It makes people feel valuable, part of the team and integral to the business.

Employee absenteeism

If one of your team is off sick for more than a day or two, then a small note asking how they are, will go a very long way to getting them back to work and showing that you see them as a person, and not an automaton.

Take an employee out to lunch

This could be done completely spontaneously. Just walk up to them and say 'how do you fancy lunch?' They maybe a bit bemused to start off with, but when they realise it was just a 'getting to know you chat', see them come back into the office with a big smile on their face!

Birthdays and anniversaries

With company intranet systems now firmly in place in many companies, everyone can now be advised when it is a special day for someone in the firm. With e-mail and iPhones, it is so easy to send a text or a message to that individual. It transforms a firm into a family.

Health benefits

Bring in a masseur (or a masseuse) once a month and, maybe, subsidise their fees. I don't suggest that the employee doesn't pay as there needs to be some personal responsibility. But the company

could certainly pay towards a service that could be appreciated by many members of staff, at all levels.

Special interest groups

I bet you don't know what special interests your team have. Well, if you don't know, it is probably because you haven't asked them. You may find that you have people who like walking and you could arrange for a company group that walks at lunchtime or at weekends. Or some of your employees might be really talented singers or pianists. How about a talent show at the end of the year? Does this cost - No! Will it bring the organisation together and working well together - of course, a resounding 'Yes!'

Healthy workplace culture

Make your office a place where employees feel that they belong to a family. Not a family of relations but a family of colleagues, at work. It's about working in a 'WE' culture where everyone has a role to play from the CEO downwards to the person who cleans the office. Everyone should be treated equally as an individual in terms of respect and value, as everyone has their role to play in a successful and sustainable business. Motivating a team is always easier if you fully understand that all team members may not necessarily be motivated by the same factors that motivate you. In other words, what pushes your button doesn't always push theirs! The most effective teams are those who feel valued, supported and recognised.

If a team fully understands the company's mission statement and the challenges that come with it, then they are more likely to work harder towards achieving the company's goals.

Furthermore, a majority of people tend to respond well to being given the opportunity to make decisions and take on additional responsibilities. Apart from their designated job responsibilities, certain team members might welcome the opportunity to work for a charity that is associated with the company, where they feel they can make a real contribution, outside working hours.

Whatever motivational techniques work the best, it is essential to ensure that your team feel they are making a valuable contribution towards the company's objectives.

If you look after your employees and ensure that their working environment is conducive to productivity, that you have good communication channels at all levels throughout the organisation - be it large or small - then you will know that you are doing your best to retain valuable talent and that they will have no reason to look elsewhere. There are few things that are more demotivating than a high staff turnover.

And finally, don't forget to smile when you come into the office. Watch the reaction and see motivation levels increase as you walk in. As we know that to both give and to receive a smile, costs nothing - it's win-win. Every day! Good luck.



Carole's credibility is rooted in 20 years' success as CEO of a leading UK stress management consultancy, working with equal success both in the UK and the Gulf. She is a world authority on corporate stress, a BBC guest broadcaster and author of a new book 'Show Stress Who's Boss!' Carole is an inspirational motivational speaker, and a weekly columnist. 'Show Stress Who's Boss!' is available online (<http://www.showstresswhosboss.co.uk>) where you will also receive a signed copy of the book + FREE stress test card and in all good bookshops in the UAE.