

Getting the Fix on Employee Morale

Picture the situation. You might have had a perfectly happy workforce, but then something happened. A recent merger, a huge change, a crisis in your company. Now, you are left to pick up the pieces - especially, the low morale of your employees...

What do you do?

Low morale is like low engagement, and it's a shame to see that global engagement levels are alarmingly low at 31%, according to Blessing White Research. Getting a fix on them will mean an effort from all parties on a global scale.

Let's look at golf to reveal the game-changing moves. Like tea leaves, a bad golf game can reveal a lot. It's the big corporate outing after the merger. You brought in the best workplace wellbeing coach in the country and went overboard on incentives and rewards. In return, the workplace is eking out modest performance gains and your managers are grumbling about having just played their worst golf game. What went wrong?

Imagine playing an entire golf game with your 9-iron. Of course, you will only do well on the short-distance shots.

Too often, motivation and rewards programs take such a one-size-fits-all approach. Talent managers adopt mass market motivational approaches, including health club memberships,

off-site motivational events and flex options. While these programs have proven to increase motivation, more powerful individual motivational drivers are being ignored.

The opportunity to increase performance is ten times greater when the individual motivational drivers of employees are engaged. Shifting demographics is just one factor to consider. Gen X and Gen Y are more motivated by career progression while Baby Boomers are more motivated by power, according to a study of Australian workers.¹



References

¹Wong, M., Gardiner, E., Lang W., Coulon, L. (2008). Generational differences in personality and motivation: Do they exist and what are the implications for the workplace?.

5 Strategies for Optimising Individual Employee Motivation Programs

1. **Individualised Incentives** – Design employee incentives that reflect individual factors, including occupation, career stage, and career progression.
2. **Self-Directed Development** – Provide opportunities for employees to focus on career achievement and advancement. Supply professional development tools.
3. **Experiential Learning** – Your organisation is full of opportunities to provide learning experiences and professional growth. Experiential learning is a real win-win!
4. **Praise and more praise** – Make an ongoing list of ways in which you can show your gratitude to individual employees. Remember that actions speak louder than words.
5. **Peak personal innovation** – Use the 80/20, or 90/10—whatever works for you—innovation model made famous by Google and 3M. Allow each employee to work on a personal, self-directed project 10 percent, or more, of the time.