

How to Motivate Your Employee

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As a new business owner and entrepreneur, you are ready to set the world on fire. You have a strong urge that motivates you to accomplish as many tasks as possible in a 24 hour day. Sadly, this may be one-sided enthusiasm that may not be shared by your employees. Most managers encounter difficulties in their search of the secret to motivating their employees. There are no secrets, just hard work, innovative thinking and actions. Some actions that may be beneficial:

1. **Have an Open-Door Policy** – Having an open door policy is a good start to getting your employees engaged and feel confident they can stop by your office if needed. Actions as simple as “Good Morning Joe” or just a simple hello using the employee’s name creates a friendly and pleasant work environment. Be mindful of this open door policy and manage it appropriately so as not to make it overly disruptive.
2. **Be Transparent** – Communication is paramount. It is important that you are open with your employees. They must feel engaged, that their input matters and that there are no surprises in company matters. Use employee input when making company decisions and let them know they are being acknowledged and thanked for their input into these company decisions.
3. **Establish Trust** – Employees feel engaged and part of your organization if you establish the trust between yourself and the employee. Let them know their input matters and that you trust their input. Confidence goes a long way in establishing this trust.
4. **Set The Example** – Normally employees will emulate your actions. If you expect them to work hard, you have to set the example by leading by example. Work hard but be pleasant. Your pleasant mood and hard work will go a long way to motivating your employees to follow your example.

5. **Create Advancement Opportunities** – The employee that is looking for opportunities to advance within your organization, will be highly motivated by these opportunities. By offering incentives such as training and counseling, employees will view this as opportunities to facilitate their career growth. These are normally well received by employees that are looking for advancements. Happy and satisfied employees pave the way towards establishing a healthy and vibrant workplace that will establish your company as an excellent place to work in.
6. **Provide Employee Incentives** - Incentives can be an easy means to motivate your employees. Some incentives but not all inclusive:
 - a. Ability to purchase additional vacation time
 - b. Free pizza or lunch day once a month
 - c. Free, or reduced cost coffee and drinks
 - d. “Blue Jean” Fridays
 - e. Gift cards
 - f. Paid Holidays
 - g. Medical, Dental, Vision
 - h. 401k Matching
 - i. Profit Sharing
 - j. Tuition Reimbursement
 - k. Paid seminars in your field, etc.
7. **Establish Attainable Goals and Objectives** – Employees can be motivated if they know they are included in this process. Set these goals in a framework that is attainable. Do not make goals so difficult that they will demoralize an employee because they are not attainable. You can set individual goals and team goals. As goals are attained, the individual or team can be rewarded with any number of actions as listed above.

Employees are naturally motivated. The business owner's challenge is to establish a trusting and pleasant workplace. The owner should strive to understand what motivates employees. This will help the owner in accomplishing business goals. An owner's personal and business relationship with employees are strong factors in their ability to motivate employees. The work culture consists of an environment in which employees are trusted, treated like the adults they are, and not micromanaged.