



Motivation & Your Organization

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Motivation is defined as the desire to act and move towards a goal (Psychology Today). Motivated individuals are driven to learn and repeat behaviors that are aligned with achieving their goals. When a strategy is put into place to both communicate and recognize desired behaviors and goal achievement, your organization gains a more motivated workforce – driven to succeed personally and as a team.

Motivated employees are willing to invest the effort needed to get their job done right. These individuals look forward to coming to work, feel passionate about performing their jobs well, and contribute to the success of your organization. However, motivation is not intrinsic to many individuals and it is the responsibility of your organization to make efforts to consistently elevate the motivation of your employees.

When employees have a clear understanding of their responsibilities, believe they have the capacity to carry out challenging tasks and receive recognition for their achievements, they feel valued and become more motivated to perform. Building employees' confidence will positively engage them and make them feel more connected to the success of your organization.

Learning what motivates your team is critical, then educating managers on how to inspire, challenge, and positively reinforce employees through these motivators. Develop a strategy with your team in mind, taking into consideration what makes them feel good about their work and will encourage them to perform well again and again. Define desired behaviors and organizational goals – then design a culture that supports these objectives. Empower employees by encouraging them to utilize their strengths and talents by recognizing achievements and rewarding excellence.

To achieve maximum success, every person on your team must be motivated and driven to succeed. Employees who are inspired to perform their job well and reach organizational goals are your best asset. All employees benefit from consistent external motivation and organizations that utilize a strategy which includes communication, recognition, and rewards make an investment in the success of their organization.

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