

# Staffing Matters

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## **How to motivate your staff**

So why does keeping your staff motivated matter? The success of any business can be traced back to its staff and their productivity. Motivated staff will equal happy staff. Happy staff equals productive staff. Productive staff will translate into sales and income.

A lot of business however struggle to know how to keep staff motivated. The first thing that employers must realise is that being motivated is a choice that your employee will make. No matter how hard you try, or how supportive a company may be, it will come down to an employee's personal choice. It is a constant challenge, and what is motivating for one person is not for another.

So my advice to Employers is that they should look to ensure that an environment is created that will make most (sorry it may not be all) employees motivated to perform. Generally this costs little money except for management time. Sure money can be thrown at the "problem", but the benefits are often short lived and will not override the consequences of how people actually feel that they are treated.

Here are a few simple things that you can implement immediately.

Offering staff opportunities to learn and develop - this can be on-the-job using other staff to mentor and train.

Praise - saying a simple thank you to an employee for a job well done.

Delegate well - give an employee the opportunity to work on something different and more challenging. Don't just delegate the menial tasks.

Show an interest - do you know about their families? What sports do their children play?

Clear direction - it is surprising how many staff work on the basis of "well if I am doing something wrong someone will tell me".

So, when you look at the motivation levels of your staff what do you see? What is the cost for under-production? What are you going to do about it? Remember - staffing matters.