

# Smart Practices Adopted By Indian Corporates To Increase Motivation Among Employees

<sup>1</sup>\*Sweta Chauhan

## **Abstract**

*An employee is a company's lifeblood. Each employee contributes to the whole and works together to make the company a success. They are the bedrock of any administrative position. Workers cannot fulfill their function if they are not competent in their tasks. That's why it's important to provide enjoyable incentives for workers.*

*An enthusiastic worker puts up extra effort. He or she is much more committed to their job now. This sort of action contributes more broadly to the company's goals. It's great that they're committed to staying put in their current position. The longer they stay with the company, the more of a treasure they become. Therefore, you should maintain parity in their compensation packages so that employees may operate without financial stress.*

**Keywords:** Backbone, Company, successful, foundation, motivated, diligently, balance

## **Introduction**

Employees may feel uncomfortable working under a stern supervisor, therefore it's crucial to encourage open communication. Establishing constructive channels of interaction makes for a more pleasant work setting. Employees are bound to have inquiries concerning their duties. They, too, may have moments of confusion. Because of this, you need to have a free-flowing policy of communication. Group conversations are quite useful. It's important to check in with the worker. Employees will appreciate the demonstration of attention. In addition, most workers would rather see salary adjustments made quarterly rather than annually. That's why it's obligatory to employ a top-notch discount calculator.

When working conditions are stimulating, employees feel energized. They reveal a refreshingly new, hardworking spirit. Workers are more reliable when they have more to do. It's productive to set up a new idea between them. The key to getting more out of your staff is to do this.

The key to success is establishing communication with your team. If there is no bond between management and workers, the business will fail. It will assist you get inside their heads and learn how they think. The walls between you and your employees can be torn down. The first stage is to boost morale among your staff. Staff morale can be boosted by offering incentives. Work becomes more enjoyable when positive incentives are introduced. They develop a constructive outlook by finding pleasure in their work. Your business stands to gain a lot from this. The term "gamification" has been adopted by several businesses in an effort to encourage productive and fun workplaces. It entails coming up with game-like concepts to complete challenging tasks. Everyone finds their work more satisfying because of it. Conflicts between staff members are widespread. It's a catastrophe for the business, too. When employees disagree over how to handle a certain issue or task, they end up hurting the business. It's crucial to take charge of these situations on your own. Problems will arise otherwise.

Employee satisfaction is a top priority. You are responsible for seeing to their comfort and enjoyment. In a similar vein, you ought to aid them during their difficult moments. Use a free online salary calculator to create even more competitive compensation packages for them.

A successful entrepreneur never wants workers to quit for higher pay elsewhere. If you're a business owner, you know you need to use a salary calculator to keep track of employee pay without breaking a sweat. As a responsible employer, you should reward your staff for their efforts. This will keep people enthusiastic about their jobs and the success of the organization. In search of better employment opportunities, many workers travel to industrialized nations. Providing them with a memorable vacation experience is essential if you want them to return year after year to see their loved ones.

Motivating workers can be a real challenge at times. And if employees aren't inspired to do their best, that might spell trouble for the company's bottom line, its customers, and its reputation. On the other side, a more engaged workforce that has the drive and capacity to meet - and even surpass - its goals can be achieved through better understanding and tapping into the sources of employees' motivation. Incentives, a pleasant work environment, and supportive management all contribute to increased productivity in the workplace.

---

<sup>1</sup>\*Asst. Professor, School of Management, Graphic Era Hill University, Dehradun Uttarakhand India

Here is a comprehensive compilation of the top employee motivation ideas and tactics used by thriving businesses on a daily basis to maximize their talent. By implementing any of these strategies for inspiring workers, you may quickly change your office into a buzzing hive of activity.

**(i) Set times SMART goals :** While it's true that helping workers plan and create goals can boost morale, setting too lofty of objectives might backfire by leaving them feeling overwhelmed. SMART objectives are useful in this regard. These smaller objectives will make the overall mission seem more manageable, and will get your team closer to success.

SMART stands for:

- a. Specific
- b. Measurable
- c. Agreed Upon
- d. Realistic
- e. Time-based or Trackable

Setting weekly SMART goals keeps staff motivated and moving forward toward the larger end goal.

**(ii) Reward and incentivise:** It's important to have crystal clear objectives when designing employee awards and incentives. They ought to be realistic, and the benefits should be those that employees want. Personalized rewards could be the push people need to work harder or promote a product enthusiastically. Incentives can take the form of cash bonuses, gift cards, or even perks like preferred parking. Employees can be incentivized to boost customer happiness, sales, and teamwork with the help of incentives. As a bonus, it can increase loyalty among workers and make it easier to keep hold of the best and brightest.

**(iii) Trust breeds Loyalty:** The output of a company directly affects its ability to succeed. The company's leadership should make it clear to workers that their efforts are valued and appreciated. Employees' morale and dedication to the company could both benefit from this level of faith in them and confidence in their talents. When workers are dedicated to the company's mission, they are intrinsically more motivated to succeed.

**(iv) Cultivate Enthusiasm:** An upbeat and passionate work environment may have a profound effect on how employees feel about their jobs and the company as a whole. Characteristics shared by all productive workplaces include:

- a) Keeping lines of communication open and honest
- b) Emphasizing education and growth
- c) Rewarding Effort with Praise
- d) Encouraging harmony, openness, and mutual respect

**(v) Promote Transparency:** The best method to earn the loyalty of your staff is to treat them honestly at all times. Inform them of organizational plans and keep them updated on the company's progress. Make them feel like they have a say in the major choices. If they see the bigger picture, they will respect your honesty and be more motivated as a result.

**(vi) Schedule regular one-on-ones:** Managers and employees should meet regularly to discuss any concerns and find solutions before they escalate. Meeting with each employee individually demonstrates the company's concern for them as people. Facilitated discussions can aid in:

- a) Providing them with incentives that work for them
- b) Establishing one's own savvy targets
- c) Inspiring people to contribute to an overarching company objective

**(vii) Recognise and Celebrate Achievements:** Recognizing and rewarding employees' efforts is crucial. Employees might be encouraged to keep up their exceptional work by applauding and complimenting them at meetings on Monday mornings and Friday evenings.

**(viii) Get to know your employees:** Workers tend to favor specific tasks because they excel at them. By digging deeper into the employees' proficiencies and passions, the organization may uncover unanticipated prospects.

**(ix) Value work-life balance:** Workers who are feeling overwhelmed or uninspired should take a break every once in a while. Motivate your staff to take advantage of the time off during the holidays, and they'll return to work with renewed vigor. Work and personal life should be kept separate. If your employees have a good work-life balance, they can recharge during their free time and come back to work ready to take on any challenge.

**(x) Listen to employees' ideas:** It's smart for a company to turn inward for innovation if it wants to find new ways to grow its business. In addition to strengthening ties with workers, soliciting suggestions from within will inspire workers to take an active interest in the company's operations.

**(xi) Use leadership opportunities as motivation:** The staff may be more motivated if they are given more responsibilities. While this strategy won't work for all employees, it can be incredibly rewarding for those that truly shine and deserve more freedom and responsibility. When employees feel valued and trusted, their perspective on the company shifts for the better, and they become an integral part in succession planning.

The company should do everything it can to foster an upbeat, collaborative, and honest workplace. Employees can become considerably more invested in their work with some positive reinforcement from upper management, in addition to incentives and prospects for advancement. When your staff is happy and invested in their work, your company benefits from an employer brand that successfully recruits and retains top talent.

**Theoretical Framework - Need-Based Theories of Motivation:** The first attempts to explain what drives people required learning about their unique requirements. Specifically, early researchers assumed that employees exert maximum effort and display goal-driven behavior in order to meet customer demands. Within the scope of "need-based" ideas, four stand out in particular:

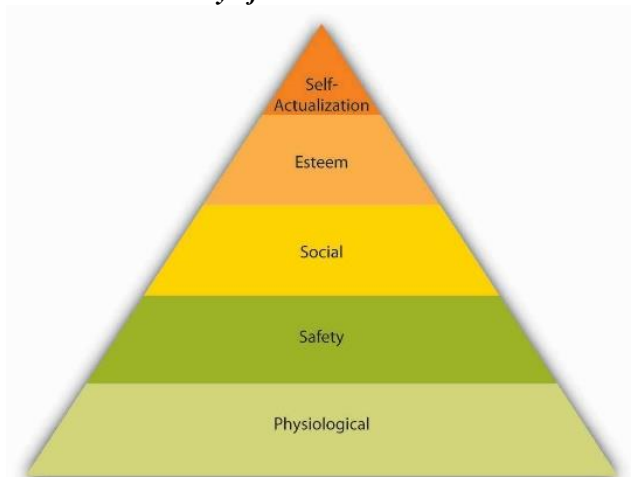
- a) First, there is Maslow's theory of needs.
- b) The ERG Hypothesis
- c) The Dual Factor Model of Herzberg
- d) McClelland's hypothesis of "acquired needs"

**Maslow's Hierarchy of Needs:** Most business students and managers are familiar with Abraham Maslow's "hierarchy of needs," a pyramid depicting the ranking of human wants that was developed by Maslow, one of the most influential psychologists of the 20th century. The core idea behind Maslow's theory is straightforward: people have a variety of different, but interrelated, needs. In the absence of these universal necessities, all else is irrelevant. Once these requirements are met, we can shift our focus to meeting "higher-order needs." When a basic requirement is met, it no longer acts as a driving force.

Physiological needs are at the bottom of Maslow's hierarchy. Physiological requirements include things like breathing, eating, and drinking. However, once you've eaten, you lose interest in finding more food, and the prospect of eating no longer drives you.

People's focus shifts to security once their immediate demands have been met. Are they protected from harm, suffering, and future uncertainty?

### ***Maslow's Hierarchy of Needs***



**Source:** Adapted from Maslow, A. H. (1954). *Motivation and personality*. New York: Harper.

The next tier up is our social needs, which include our desire to love and be liked by other people. Negative effects on health and happiness have been linked to an absence of bonds. When safety needs are met, a focus shifts to esteem needs. One's esteem needs are met when they are acknowledged, valued, and respected by one's peers. Self-actualization, the greatest level in Maslow's hierarchy, is the goal of "becoming all you are capable of becoming." To satisfy this want, people learn new things, take on difficult tasks, and act in ways that bring them closer to their ideal future selves.

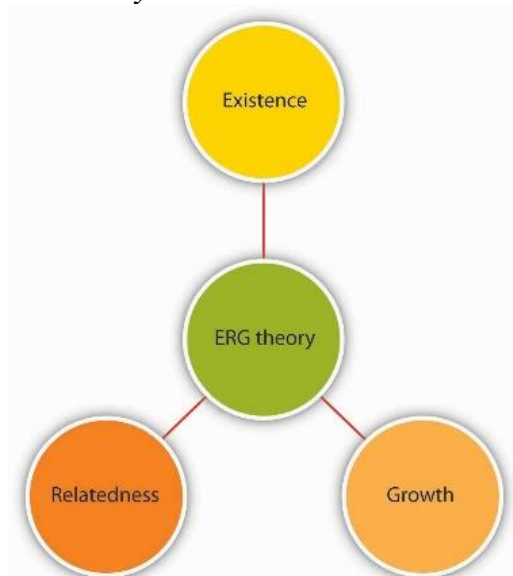
Maslow's hierarchy provides a framework for organizing and making sense of the wide range of responses to the same treatment that may be expected from employees. A worker whose self-esteem is low may find her boss's compliments reassuring. However, a different worker who is striving to meet his social demands may feel uncomfortable when being publicly complimented by management. Pay may, in the long run, meet a person's physiological demands by allowing them to invest in the many aspects of the planning, organizing, leading, and controlling (P-O-L-C) functions, but it's also crucial to note that pay may satisfy other wants, like safety and esteem, as well. Providing health insurance, a retirement

plan, and other benefits, as well as some employment security, can go a long way toward appeasing concerns about financial stability.

Friendly workplaces that encourage teamwork and open communication can go a long way toward satisfying people's need for social connection. The majority of employees who are motivated by social needs may also benefit from business picnics and other social get-togethers (although the minority who are not may hate having to sacrifice a Sunday afternoon for a company picnic). Satisfying esteem requirements can be accomplished in a number of ways, including but not limited to: providing advancement possibilities at work; recognizing an individual's successes orally or through more formal incentive systems; and providing job titles that convey to the employee that they have earned high status within the firm. Last but not least, self-actualization demands can be met by offering growth and development opportunities, both on and off the job, and by assigning work that is both exciting and difficult. Organizations can ensure a highly motivated workforce by making an effort to meet the varying demands of their employees at any given time.

**(i) ERG Theory:** The ERG hypothesis developed by Clayton Alderfer is an adaptation of Maslow's theory of motivation. Instead of the traditional hierarchy of the five needs, Alderfer suggested classifying them into three broad categories: "existence," "relatedness," and "growth" (see graphic below). Maslow's physiological and safety needs map into the existence need, relatedness onto the social needs, and growth onto the esteem and self-actualization needs.

### **ERG Theory**



**Source:** Based on Alderfer, C. P. (1969). *An empirical test of a new theory of human needs. Organizational Behavior and Human Performance, 4*, 142–175.

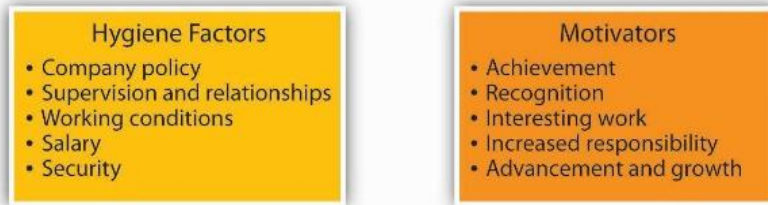
The key thing that ERG theory adds to the literature is that it makes Maslow's assumptions less strict. The ERG theory, for instance, does not place any importance on the relative rank of requirements and acknowledges that multiple needs may be in play simultaneously. The idea also includes the "frustration-regression" hypothesis, which states that when people fail to fulfill one need, they may switch their focus to an other need. For instance, if a person is dissatisfied with his or her employment prospects and is making insufficient progress toward career goals, he or she may revert to relatedness requirements and spend more time chatting with coworkers. This theory suggests that in order to understand a person's conduct and what motivates him, we must take into account the possibility that he is being driven by more than one set of wants at once.

**(iii) Two-Factor Theory:** Frederick Herzberg took a unique tack while pondering the subject of inspiration. Herzberg found that employees' satisfaction with their work environment differs greatly from their dissatisfaction with it by asking people what makes them happy and what makes them unhappy on the job.

Herzberg classified the causes of employee unhappiness as "hygiene" concerns since they were related to the work environment rather than the work itself. Cleanliness on the workplace was affected by a variety of variables, such as business policy, management, working conditions, pay, safety, and security. Take the hypothetical situation of working in a hostile office. The temperature in your office is uncomfortable year-round. The way you are being treated is unacceptable. Working in such a place would make you miserable. But if these issues were resolved (the office temperature is ideal and you are not harassed in any way), how motivated would you be to work? You probably wouldn't give it a second thought. There are many aspects of our workplace that we rely on and take for granted until they are gone.

Motivators, on the other hand, are things like accomplishment, recognition, fascinating work, increased responsibilities, promotion, and growth prospects that are inherent to the job itself. Motivators are what really push people to work more, according to Herzberg's studies.

### **Two-Factor Theory of Motivation**



**Source:** Based on Herzberg, F., Mausner, B., & Snyderman, B. (1959). *The motivation to work*. New York: Wiley; Herzberg, F. (1965). *The motivation to work among Finnish supervisors*. *Personnel Psychology*, 18, 393–402.

Some have found flaws in the above diagrammatic summary of Herzberg's studies. The categorization of the variables into hygiene and motivational categories has been called into question. One example of a hygienic consideration is salary. But money isn't everything, and it can have symbolic significance by signaling to workers that their efforts are appreciated and that they're climbing the corporate ladder. Just as the quality of supervision or the relationships employees build with their supervisors can influence whether they are given challenging tasks, their potential is recognized, and they are given increased responsibility, so too can the quality of supervision affect whether employees are allocated boring tasks. Despite its flaws, the two-factor theory is a helpful tool for managers since it shows that enhancing the workplace environment can only go so far in inspiring workers to do their best.

**(iv) Acquired Needs Theory:** The acquired needs theory proposed by Douglas McClelland has garnered the most attention among need-based approaches to motivation. This idea proposes that as people go through life, they pick up three distinct sets of wants. The need for success, social acceptance, and control are the three basic human desires. Every person has some mix of the needs listed above. People with a high demand for achievement have an intense desire to succeed. A worker with a high demand for achievement can take pride in beating deadlines, developing groundbreaking ideas, and plotting out their future steps in the corporate ladder. High-need achievers do well in fields like sales because there are clear objectives to work toward, constructive criticism can be given on the spot, and the rewards for hard work tend to accrue quickly.

Those with a strong need for success are typically promoted to higher-level positions because of their previous achievements in lower-level occupations. However, there are significant drawbacks to having a high demand for achievement in a managerial role. Management entails inspiring one's subordinates to complete tasks. A sales manager's responsibilities shift from making sales to those of finding talented new salespeople, inspiring them to achieve their goals, and then training them. People with a strong drive to succeed might not see the value in spending their time coaching, communicating, or meeting with their subordinates in a managerial capacity. They may also have trouble delegating because they want to take charge themselves. They might turn into demanding, controlling superiors who expect their employees to work as hard as they do and do everything exactly the way they always have.

Those with a strong want to belong want, above all else, to be liked and accepted by their peers. In positions and careers where regular connection with people is required, such as social worker or teacher, their emphasis on harmonious interpersonal relationships may prove to be an asset. Individuals with a high need for connection may once again find themselves at a disadvantage in leadership roles due to their preoccupation with how others view them. They may have trouble with the more challenging areas of management, such as providing constructive criticism to staff or taking disciplinary action against underachievers.

### **Conclusion**

Those who have a strong desire for power have a strong desire for influence and control over their surroundings. A need for power can be harmful to relationships if it leads to the pursuit and abuse of authority for the sake of personal gain and ego enhancement. But when it takes more selfless forms, such as altering procedures to improve morale on the job or securing additional funding for one's division, it usually has desirable results. Need for power is seen as essential for success in managerial and leadership roles. The implications of McClelland's theory of acquired requirements on employee motivation are substantial. A person with a high need for achievement may be motivated by goals, while those with a high need for affiliation may be driven to succeed by the desire to be liked by their coworkers and superiors, and those with a high need for power may be motivated by the desire to exert control over others. In addition, those who are conscious of the limitations of their need orientation might work to overcome them in order to achieve management success.

### **References**

1. McClelland, D. C., & Burnham, D. H. (1976). Power is the great motivator. *Harvard Business Review*, 25, 159–166;
2. Spangler, W. D., & House, R. J. (1991). Presidential effectiveness and the leadership motive profile. *Journal of Personality and Social Psychology*, 60, 439–455; Spreier, S. W. (2006). Leadership run amok. *Harvard Business Review*, 84, 72–82.)
3. Wong, M. M., & Csikszentmihalyi, M. (1991). Affiliation motivation and daily experience: Some issues on gender differences. *Journal of Personality and Social Psychology*, 60, 154–164.
4. McClelland, D. C., & Burnham, D. H. (1976). Power is the great motivator. *Harvard Business Review*, 25, 159–166.
5. Trevis, C. S., & Certo, S. C. (2005). Spotlight on entrepreneurship. *Business Horizons*, 48, 271–274;
6. Turban, D. B., & Keon, T. L. (1993). Organizational attractiveness: An interactionist perspective. *Journal of Applied Psychology*, 78, 184–193.
7. Cummings, L. L., & Elsalmi, A. M. (1968). Empirical research on the bases and correlates of managerial motivation. *Psychological Bulletin*, 70, 127–144; House, R. J., & Wigdor, L. A. (1967).
8. Herzberg's dual-factor theory of job satisfaction and motivation: A review of the evidence and a criticism. *Personnel Psychology*, 20, 369–389)
9. (Herzberg, F., Mausner, B., & Snyderman, B. (1959). *The motivation to work*. New York: Wiley; Herzberg, F. (1965). *The motivation to work among Finnish supervisors*. *Personnel Psychology*, 18, 393–402).
10. Alderfer, C. P. (1969). An empirical test of a new theory of human needs. *Organizational Behavior and Human Performance*, 4, 142–175
11. Baumeister, R. F., & Leary, M. R. (1995). The need to belong: Desire for interpersonal attachments as a fundamental human motivation. *Psychological Bulletin*, 117, 497–529
12. Maslow, A. H. (1943). *A theory of human motivation*. *Psychological Review*; Maslow, A. H. (1954); *Motivation and personality*. New York: Harper
13. Kreitner, 1995); a predisposition to behave in a purposive manner to achieve specific, unmet needs (Buford, Bedeian, & Lindner, 1995); an internal drive to satisfy an unsatisfied need (Higgins, 1994); and the will to achieve (Bedeian, 1993)
14. Kluger, A. N., & DeNisi, A. (1996). The effects of feedback interventions on performance: A historical review, a meta-analysis, and a preliminary feedback intervention theory. *Psychological Bulletin*, 119, 254–284
15. McEvoy, G. M., & Cascio, W. F. (1985). Strategies for reducing employee turnover. *Journal of Applied Psychology*, 70, 342–353;
16. Locke, E. A., Sirota, D., & Wolfson, A. D. (1976). An experimental case study of the successes and failures of job enrichment in a government agency. *Journal of Applied Psychology*, 61, 701–711).
17. Harrell, A. M., & Stahl, M. J. (1981). A behavioral decision theory approach for measuring McClelland's trichotomy of needs. *Journal of Applied Psychology*, 66, 242–247
18. Ford, R. C., & Fottler, M. D. (1995). Empowerment: A matter of degree. *Academy of Management Executive*, 9, 21–29
19. Seibert, S. E., Silver, S. R., & Randolph, W. A. (2004). Taking empowerment to the next level: A multiple-level model of empowerment, performance, and satisfaction. *Academy of Management Journal*, 47, 332–349.)
20. Ford, R. C., & Fottler, M. D. (1995). Empowerment: A matter of degree. *Academy of Management Executive*, 9, 21–29.
21. Morgeson, F. P., Delaney-Klinger, K., & Hemingway, M. A. (2005). The importance of job autonomy, cognitive ability, and job-related skill for predicting role breadth and job performance. *Journal of Applied Psychology*, 90, 399–406;
22. Parker, S. K., Wall, T. D., & Jackson, P. R. (1997). "That's not my job": Developing flexible employee work orientations. *Academy of Management Journal*, 40, 899–929;
23. Parker, S. K., Williams, H. M., & Turner, N. (2006). Modeling the antecedents of proactive behavior at work. *Journal of Applied Psychology*, 91, 636–652;
24. Zhou, J. (1998). Feedback valence, feedback style, task autonomy, and achievement orientation: Interactive effects on creative performance. *Journal of Applied Psychology*, 83, 261–276. )
25. Conger, J. A., & Kanungo, R. N. (1988). The empowerment process: Integrating theory and practice. *Academy of Management Review*, 13, 471–482).
26. Katz, R. (1978). Job longevity as a situational factor in job satisfaction. *Administrative Science Quarterly*, 23, 204–223).
27. Cherrington, D. J., & Lynn, E. J. (1980). The desire for an enriched job as a moderator of the enrichment-satisfaction relationship. *Organizational Behavior and Human Performance*, 25, 139–159;
28. Hulin, C. L., & Blood, M. R. (1968). Job enlargement, individual differences, and worker responses. *Psychological Bulletin*, 69, 41–55)
29. (Arnold, H. J., & House, R. J. (1980). Methodological and substantive extensions to the job characteristics model of motivation. *Organizational Behavior and Human Performance*, 25, 161–183;
30. Hackman, J. R., & Lawler, E. E. (1971). Employee reactions to job characteristics. *Journal of Applied Psychology*, 55, 259–286; Hackman, J. R., & Oldham, G. R. (1975). Development of the job diagnostic survey. *Journal of Applied Psychology*, 60, 159–170;

31. Oldham, G. R., Hackman, J. R., & Pearce, J. L. (1976). Conditions under which employees respond positively to enriched work. *Journal of Applied Psychology*, 61, 395–403.
32. Denton, D. K. (1994). ...I hate this job. *Business Horizons*, 37, 46–52
33. Rissen, D., Melin, B., Sandsjo, L., Dohns, I., & Lundberg, U. (2002). Psychophysiological stress reactions, trapezius muscle activity, and neck and shoulder pain among female cashiers before and after introduction of job rotation. *Work & Stress*, 16, 127–137
34. Gumbel, P. (2008). Galvanizing Gucci. *Fortune*, 157(1), 80–88. Autonomy can arise from workplace features, such as telecommuting, company structure, organizational climate, and leadership style.
35. Gajendran, R. S., & Harrison, D. A. (2007). The good, the bad, and the unknown about telecommuting. Meta-analysis of psychological mediators and individual consequences. *Journal of Applied Psychology*, 92, 1524–1541;
36. Garnier, G. H. (1982). Context and decision making autonomy in the foreign affiliates of U.S. multinational corporations. *Academy of Management Journal*, 25, 893–908;
37. Lyon, H. L., & Ivancevich, J. M. (1974). An exploratory investigation of organizational climate and job satisfaction in a hospital. *Academy of Management Journal*, 17, 635–648;
38. Parker, S. K. (2003). Longitudinal effects of lean production on employee outcomes and the mediating role of work characteristics. *Journal of Applied Psychology*, 88, 620–634.)
39. Taylor, F. W. (1911). Principles of scientific management. *American Magazine*, 71, 570–581.
40. Smart Practices to increase motivation among employees <https://www.ourbusinessladder.com/smart-practices-to-increase-motivation-among-employees/>
41. 11 employee motivation ideas successful organisations use <https://www.pageuppeople.com/resource/11-employee-motivation-ideas-successful-organisations-use/>