



## Staff Motivation

Efficient management of staff requires utmost attention. Whenever the performance level of employees starts to falter, the last person to know about it is usually the Director. Keeping performance levels of staff on the positive side serves to increase profits, mitigates fire-fighting, that is last-minute problem solving, and tends to surge in-house innovation which undoubtedly improves the organization.

The term behind these elements of change belongs to *intrinsic motivation*. Factors behind *intrinsic motivation* differs from *external motivation*, which is similar to hanging a carrot in front of a donkey. Increasing salaries is a temporary fix, but sooner or later, more money is pursued. On the other hand, when you encourage staff and employees to be more creative, more collaborative and give them flexibility to improve their work station or position, then you will see results. Directors should be encouraged to listen to their subordinates, get involved with what is really going on in the organization, and reward those who demonstrate loyalty to the operational aspects of the business.

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