

## KEEPING EMPLOYEES MOTIVATED AND ENGAGED

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One of the most important things to do as a leader is to keep employees motivated and engaged. That is easier said than done – or is it? Truth be told, it may be easier than many think. According to [globoforce.com](http://globoforce.com), 78% of employees say that being recognized motivates them in their job, and happy employees are 12% more productive. If those aren't powerful enough statistics for you, companies with happy employees outperform their competition by 20%. Here are five things you can do to engage and motivate your employees.

- **Involve them** – People want to feel like an important part of something bigger than them. Involving employees will not only provide perspectives you may not have considered but will also allow the employees to be less resistant to changes. Ask questions, listen to their answers, and implement their solutions when possible.
- **Communicate** – Have you ever heard the motto “No news is good news”? When it comes to your employees, no news is bad news! Employees don't want to feel like they are being left in the dark. Keep them up-to-date with regular memos, emails, or company-wide meetings. Take time to talk to your team members regularly and one-on-one.
- **Celebrate individual and team performance** – All employees want to be acknowledged for a job well done. Sometimes simply telling the employee will suffice; however, there are times you need to celebrate it with more than just a “good job.” Consider keeping a variety of gift cards on hand to reward employees, along with a hand-written note. Make it personal and genuine. There is nothing worse than an employee receiving a note with a generic message. Acknowledgement builds confidence and shows the employee that they are valued. Authenticity will strengthen the relationship between you and your team.
- **Set challenging goals** – Hopefully, all your employees want to grow and develop their skills. Keep your team challenged and striving to achieve. Create goals with firm deadlines, both long and short term. These goals will promote a sense of urgency and will keep the employee engaged and feeling valuable to the team. Make sure you are providing the appropriate training that employees need to advance their career goals.
- **Lead by example** – Set the tone! Your team is looking to you. If you expect it, be it.



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