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By Richard Hohmann

I was reading an article this weekend where it refers to that Gallup poll that estimates that 71 percent of employees are not “engaged” on the job. It is about the umpteenth time I have seen that poll referenced to in the past three months. The result of that poll tells me that the majority of our employees are not giving it their “all”. It appears that they have lost their motivation to give 100%.

Almost every human resource and management publication today continues to emphasize the importance of recruitment, retention, employee morale, productivity and performance for all companies or organizations. It appears that the employee believes that their time and energy is being wasted on others. Most believe that we come to work today to fulfill the goals and dreams of others and not theirs. It could be the fact that we have always fulfilled the dreams and goals of the shareholders. I always thought that was the primary reason for them investing in the company in the first place. It is no longer about the shareholder ROI but it is all about me, the employee. It is time for the employee to get motivated. Motivation is internal and we do have to create a work environment that allows the employee to be motivated to take an action that will demonstrate his or her “all” and insure that the employer gets the ROI.

First, I, like others, believe that the employee comes to work each and every day with the desire to do their job and do it well. What is missing from the equation many times is the clarity of the role and responsibility relative to the workplace expectations. In my world, the employee and employer both have expectations for the position and the company. Yet rarely are they on the same page. Basically, clarification of these expectations is not always present so the understanding is not achieved and we have an unmotivated employee and a dissatisfied employer. It is important that all employees realize that it is their responsibility to manage themselves and it their manager who is responsible for managing their relationship with the employer.



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Motivation is Engagement



Second, you must be your own best “cheerleader”. Recognition and “kudos” for doing a job well done must be presented to you by you. You need to celebrate the achievement even if no one else will do it. Your manager should be the first one “raising the flag” or “lowering the confetti” but too often they respond in a “too little, too late” mode of operation. Why wait on them? Just do it yourself.

Third, you must make sure that you understand the strategy of the company and you have a clear vision of their desired outcome. You need to know where they are guiding the company and what they want the outcome to look like when they arrive. Understanding breeds connectivity and good communication avenues solidifies this knowledge or understanding. How can you get an employee to come “on board” when you can’t tell them where you are heading?

If you subscribe to some of the thoughts presented in previous the previous paragraphs, hopefully you will agree to the fact that we may want to spend some more time energizing our HR Department to make sure that our management team is creating the enthusiasm and engagement at the employee level by better understanding what motivates the employee. We might be surprised at the answers.

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