

Motivate employees without spending money

by Felix Soriano

THINK of a person on your dairy who always appears to have more energy and enthusiasm for their work than everyone else combined. Is that person you? Why is that? How do you get your employees to go the extra mile, be more proactive, and have more sense of ownership of their job?

Would better health insurance do

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it? How about more days of paid vacation? More money? The reality is that all these are employee “retainers” and do not provide employee motivation. Many organizations offer these benefits in order to attract and keep talented people around.

Okay, so these are not motivators, but what about having more pizza parties? Or giving your employees a nice TV with cable with Spanish

channels? Or doing more things to recognize your employees’ good performance? Will these activities and incentives translate into highly motivated employees?

Unfortunately, no, these are “morale boosters” which are designed to improve employees’ morale so that they feel good about working on your farm.

The reality is that everyone is naturally motivated, and all you need to

do is utilize that which may not even require spending any money. People have human desires for achievement, for control and power over their work, for pleasing their boss, and recognition for performance. There are two steps involved in using your employees’ natural motivation abilities. These are:

Eliminate your farm’s negative practices that take away their natural motivation. Examples of negative practices are:

- Unclear expectations regarding employer’s performance.
- Unclear who the boss is and who they are reporting to.
- Too many unnecessary rules to follow.
- Manager provides criticism instead of constructive feedback.
- Poor performance is tolerated, and high achievers feel taken advantage of.
- Employees treated unfairly.
- Employees underutilized.

Next step . . .

The second step is to develop “true motivators” which can spark all your employees into good performance. Examples of true motivators that will help employees tap into their natural ability to work hard and enjoy it are:

- Cross-training employees who have been milking cows or doing other highly routine work for too long.
- Providing input and choice of how they want to do their work. For example: Let them participate in the decision whether to use a territorial type of milking routine or a sequential style.
- Encourage responsibility and leadership opportunities within the dairy organization.
- Promote team work.
- Tolerate learning errors by avoiding harsh criticism.
- Promote job ownership.
- Develop clear goals and challenges.
- Provide lots of encouragement.
- Constantly recognize hard and good work.
- Develop measurements that show performance improvement.

By taking these two steps, you will improve your employees’ natural human desire to perform at their maximum level. So, remember that, if you want to motivate your employees, you need to take away any roadblock “demotivators” and make room for more “true motivators.”

CAPITULA



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