

EMPLOYEE MOTIVATION

WHO CAME OUT ON TOP IN 2015?



In 2015, there were two areas that became a focus for many businesses' to improve: **engagement and productivity.**

The UK rates for these areas are considerably low. In fact, only a third of employees* are highly engaged at work and the Office for National Statistics states workforces are 31% less productive than those of the US.

Engagement and productivity are affected by various building blocks – **one of these building blocks is employee motivation.**

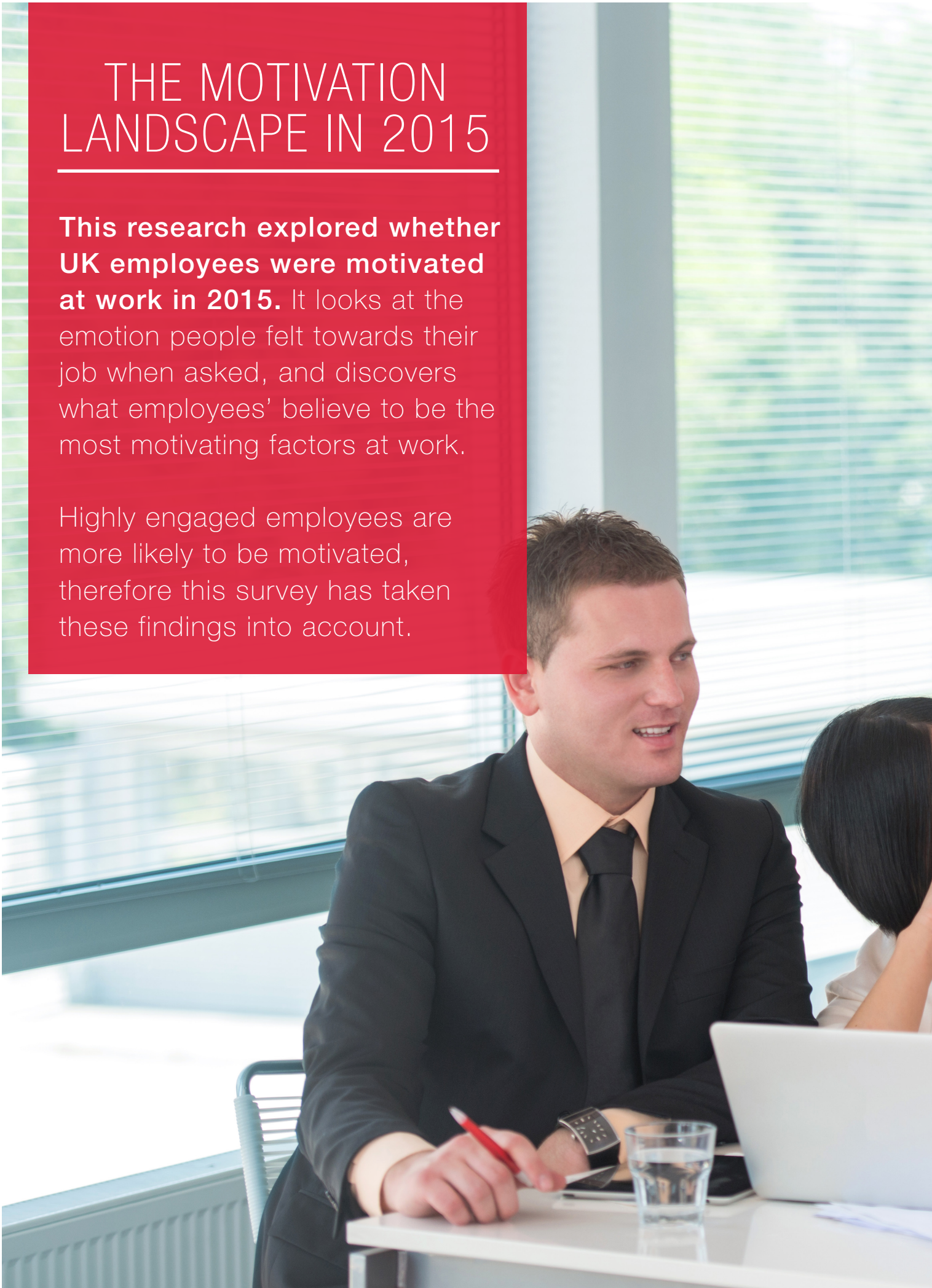
The UK is on a mission to solve the productivity puzzle so this report looks to solve one piece of the puzzle by exploring the employee motivation landscape.

*See figure 1.2 (page 2)

THE MOTIVATION LANDSCAPE IN 2015

This research explored whether UK employees were motivated at work in 2015. It looks at the emotion people felt towards their job when asked, and discovers what employees' believe to be the most motivating factors at work.

Highly engaged employees are more likely to be motivated, therefore this survey has taken these findings into account.

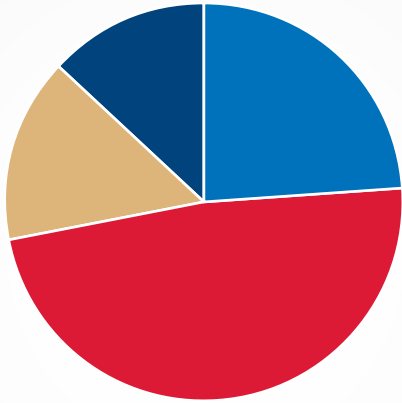




WHO WAS MOTIVATED IN 2015?

1.1

DID EMPLOYEES FEEL MOTIVATED AT WORK IN 2015?



24% Yes

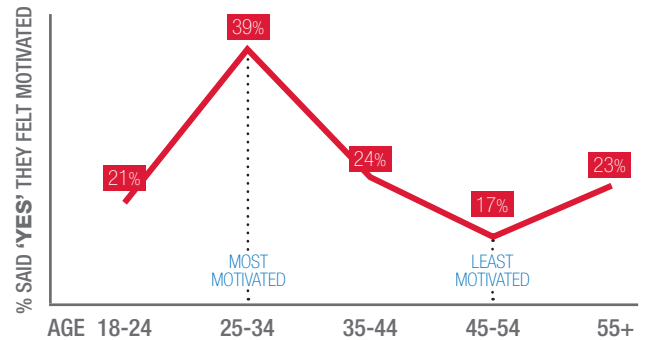
48% Most of the time they did

15% Most of the time they didn't

13% No

1.2

WHAT GENERATION WAS THE MOST MOTIVATED WHILE AT WORK IN 2015?



It's not a surprise that 25-34 year olds are the most motivated at work; this age group will be working their way up the career ladder, learning every day, and achieving promotions.

It's concerning only a small percentage of each age group said 'yes' they're motivated at work. 18-24 years olds are the workforce of the future; employers' must do more to nurture this talent.

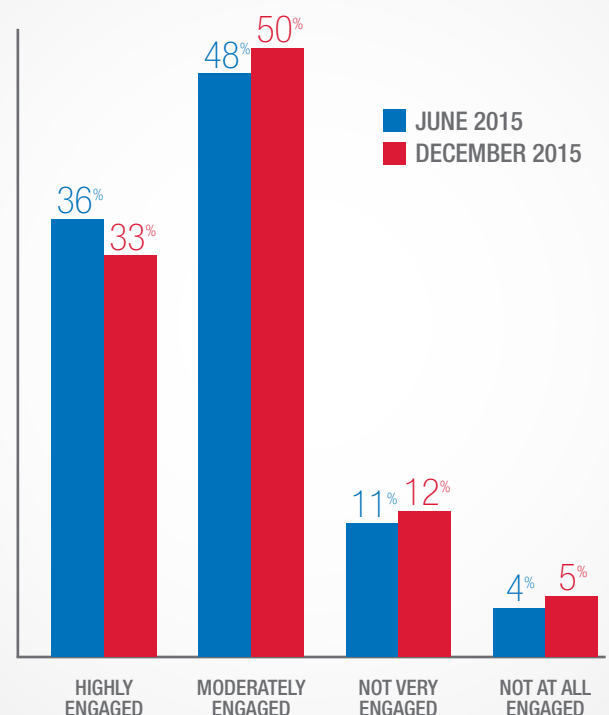
WHO WAS ENGAGED IN 2015?

Highly engaged employees are likely to say they're motivated at work. This report confirms engagement figures have remained low since summer 2015. This figure will only increase if businesses start to motivate staff and make them feel valued.



1.3

EMPLOYEE ENGAGEMENT



WHO'S HIGHLY ENGAGED?

AGE
25-34
MOST ENGAGED
47%

35-44
LEAST ENGAGED
26%

SALARY
OVER £75,000
MOST ENGAGED
61%

UNDER £25,000
LEAST ENGAGED
22%

LENGTH OF SERVICE HAS
NO EFFECT ON
ENGAGEMENT

LOCATION

LONDON MOST ENGAGED **44%**
EAST ANGLIA & SCOTLAND LEAST ENGAGED **26%**

COMPANY SIZE

SMALLER
STAFF: 10-49
MOST ENGAGED
45%

LARGER
STAFF: 2,500+
LEAST ENGAGED
26%

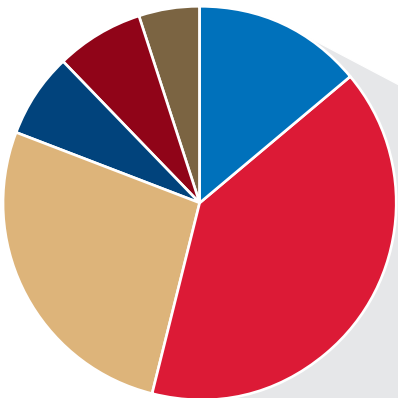
INDUSTRY

FINANCIAL
SERVICES
MOST ENGAGED
45%

RETAIL AND
CONSUMER
LEAST ENGAGED
25%



HOW PEOPLE FELT ABOUT THEIR JOB IN 2015



IN 2015, EMPLOYEES SAID...

They loved every second of their job **14%**

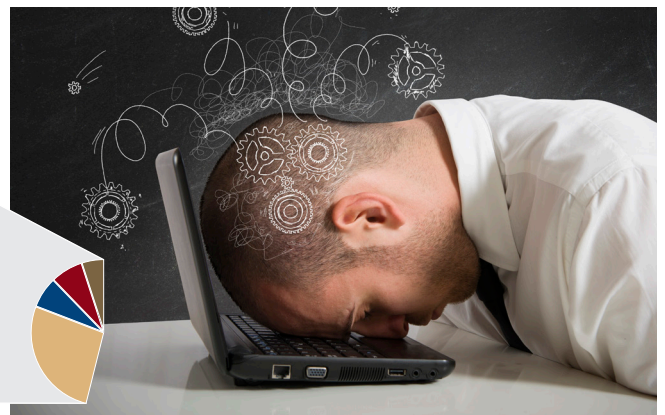
They had to work hard, but still
enjoyed all aspects of their job **40%**

They're sat on the fence and don't
feel any emotion towards work **27%**

It was all work and no play **7%**

My employer expected too much from me **7%**

I didn't like any aspect of my job last year **5%**

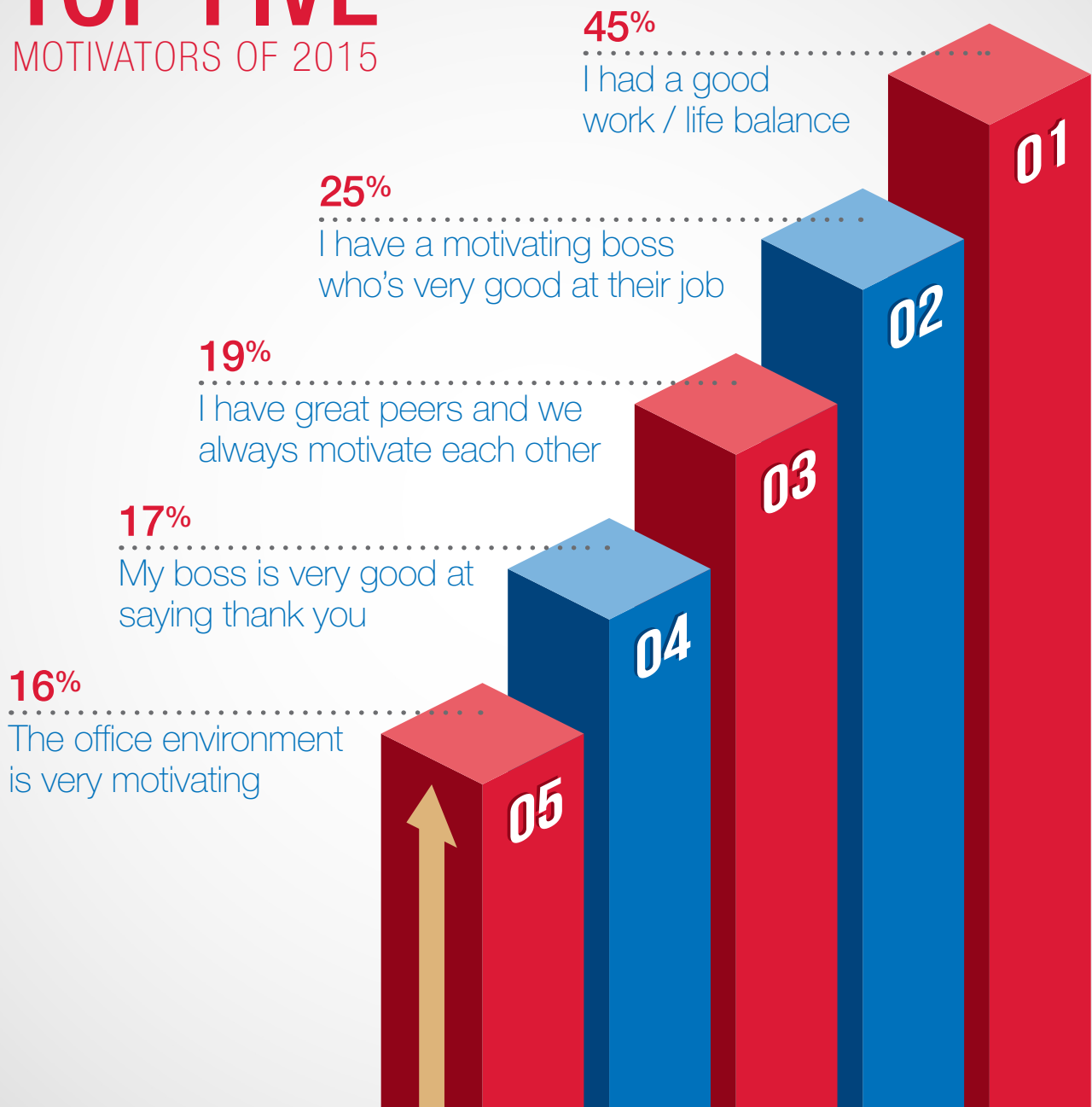


Nearly half of the UK workforce felt neutral or negative about their job in 2015

Half of the UK workforce did not feel positively about their job when looking back on 2015. It's clear UK businesses have missed the mark when it comes to motivating their workforce. Staff are only going to become engaged and have a better output if their employer makes them feel driven and inspired.

TOP FIVE

MOTIVATORS OF 2015



Just 12% said they felt motivated in 2015 because the business they work for is doing well.

Many companies will believe that the business doing well is motivating for staff. In fact, this does not impact employee motivation at all. Employees are much more motivated by a good work/life balance, positive role models such as their boss and peers, and being recognised for working hard.

**34% OF EMPLOYEES
CANNOT NAME AN
OCCASION WHEN
THEY FELT MOTIVATED
AT WORK IN 2015**

Staff were asked to freely write about an occasion in 2015 when they remember feeling motivated at work. A third (34%) couldn't remember a specific time.

However, out of the employees who could name a moment, **the top responses fell into one of four categories:**

"Winning a project we had worked hard for."

"When I had a phone call from my boss to praise my long commitment to Avon."

"I was praised for my work in front of my entire team."

1 ACHIEVED

2 CHALLENGED

3 GAINED KNOWLEDGE

4 RECOGNISED

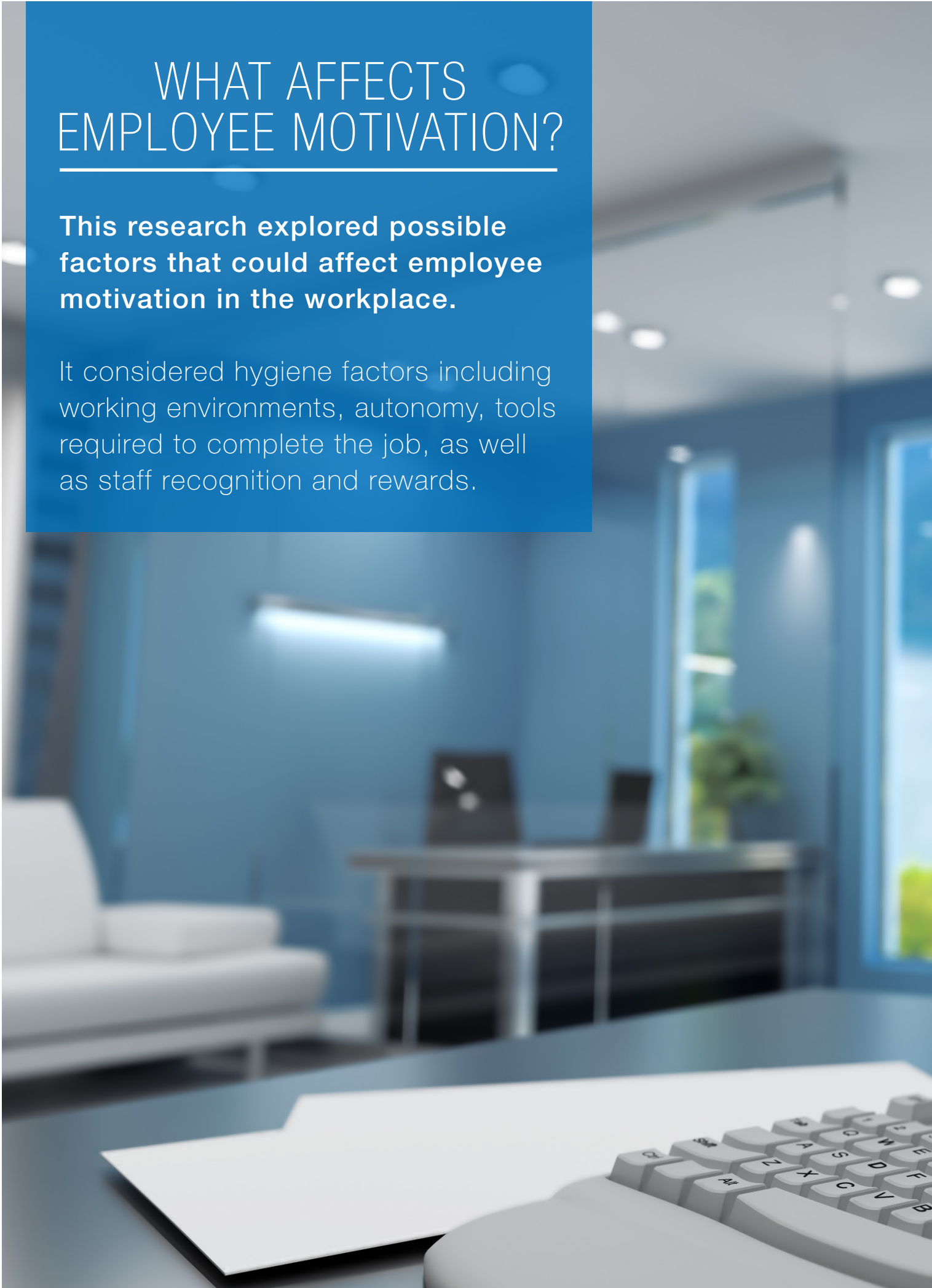
"When I managed to keep the level of motivation up in my department when we were going through a restructure."

"The prospect of doing new things, and learning new skills motivates me constantly."

WHAT AFFECTS EMPLOYEE MOTIVATION?

This research explored possible factors that could affect employee motivation in the workplace.

It considered hygiene factors including working environments, autonomy, tools required to complete the job, as well as staff recognition and rewards.

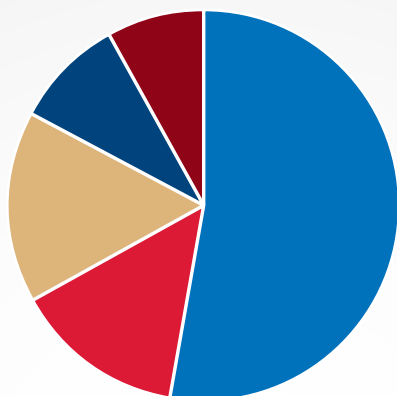




WORKING ENVIRONMENT

2.1

WHO'S WORKING WHERE?



53% only work from the office

14% choose to work at the office or home

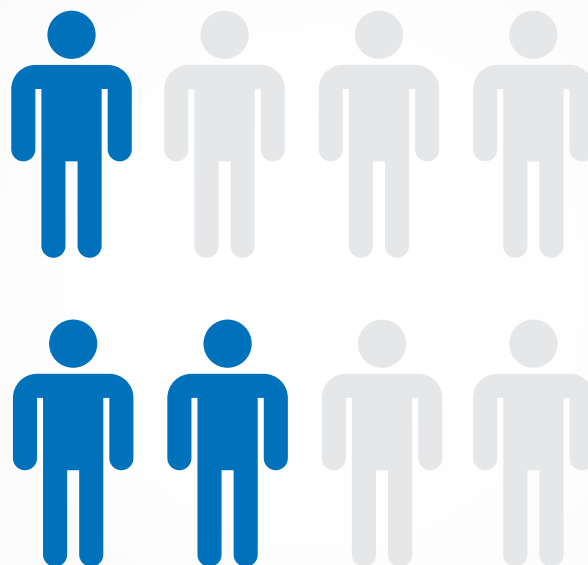
16% work from the office most days, but travel for meetings only

9% drive around for work every day

8% only work from home

2.2

Only 1/4 of people who work solely from the office are highly engaged



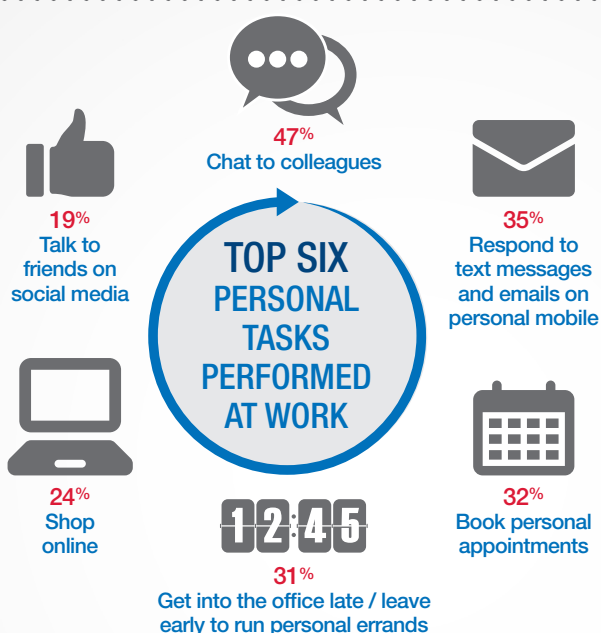
in comparison, 1/2 of staff who **CHOOSE** where they work are highly engaged

PERSONAL TASKS

The research reveals the more trust employers give their staff to perform personal tasks and errands in their working hours, the more engaged and motivated they will be.

Almost a third of staff are allowed to get into the office late or leave early to run personal errands. This signals employers have started to adopt a flexible working practise, however with a fifth of employees (19%) confirming they do not perform any personal tasks in the office it seems there's still a way to go for UK businesses to trust staff to complete their work at a time that suits them.

2.3



Of staff who are not allowed to perform personal tasks at work, only 1/4 are highly engaged



1/2 of staff who are allowed to shop online at work are highly engaged

TOOLS AT WORK

This research shows that by giving staff quality tools to do their job it will have a positive impact on their motivation and engagement levels.

24

HOW MANY EMPLOYEES WERE EQUIPPED WITH THE RIGHT TOOLS AT WORK IN 2015?



42% confirmed their company provided them with high quality tools



34% confirmed their company provided them with all of the tools, however the technology was old and needed updating



6% confirmed they asked for extra tools last year but were advised there was no budget to pay for them



7% confirmed they did not have the right tools last year and their company 'work in the dark ages' when it comes to technology

1/2 of staff who receive high quality tools at work are highly engaged



1/3 of staff who asked for extra tools but didn't receive them due to budget are disengaged at work

RECOGNITION AND REWARDS

The research confirms rewards for a job well done has a positive impact on staff motivation. However, it also reveals rewarding disengaged employees will not boost their engagement. Why? Rewards alone will not make an employee engaged. You need to engage your employees first, then reward them regularly with a thank you to retain their engagement.

REWARDING DISENGAGED PEOPLE WILL NOT MAKE THEM ENGAGED

26

DID REWARDS MOTIVATE STAFF IN 2015?

82%



of employees who said 'YES' I felt motivated in 2015, received some form of reward or recognition for a job well done.

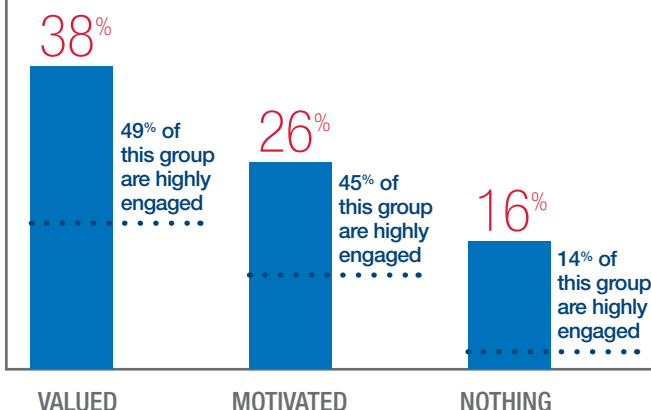
69%



of staff who said 'NO' they didn't feel motivated in 2015, did not receive some form of reward or recognition for a job well done.

25

EMPLOYEES THAT WERE REWARDED LAST YEAR SAID THEY FELT:



82%

of employees who felt motivated in 2015 received a reward



WHAT WILL MOTIVATE EMPLOYEES IN 2016?

Employees were asked how they felt about going back to work in 2016.

The findings mirrored how people felt about their job in 2015 – neutral.

A quarter of employees said they felt no emotion when thinking about their job going into the New Year.

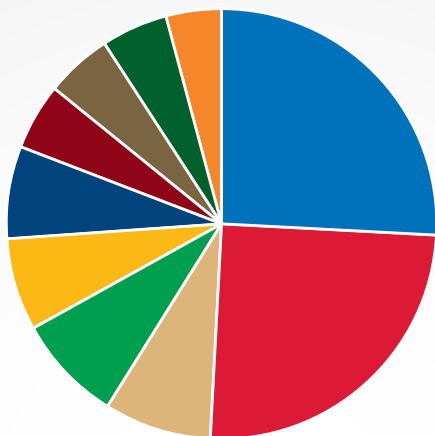
The research also explored what people were hoping to gain from their job in 2016, considering the elements that would motivate them in their role.



HOW EMPLOYEES FEEL ABOUT THEIR JOB GOING INTO 2016

3.1

HOW EMPLOYEES FEEL ABOUT THEIR JOB GOING INTO 2016



- 26% Neutral
- 25% Motivated
- 8% Ambitious
- 8% None of the above
- 7% Driven
- 7% de-motivated
- 5% career focused
- 5% stressed
- 5% unhappy
- 4% exhausted

WILL EMPLOYEES BE LOOKING FOR A NEW JOB IN 2016?

YES 23% NOT SURE 26% NO 51%

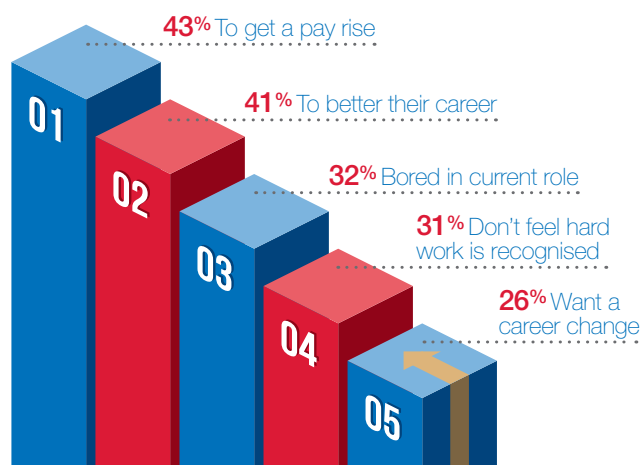


WHAT WILL MOTIVATE EMPLOYEES IN 2016?

A quarter of employees are not sure yet whether they will look for a new job in the New Year. This research reveals employers' could retain the talent within this group by giving them a better work/life balance, challenge employees outside of their comfort zone, and recognise staff for a job well done.

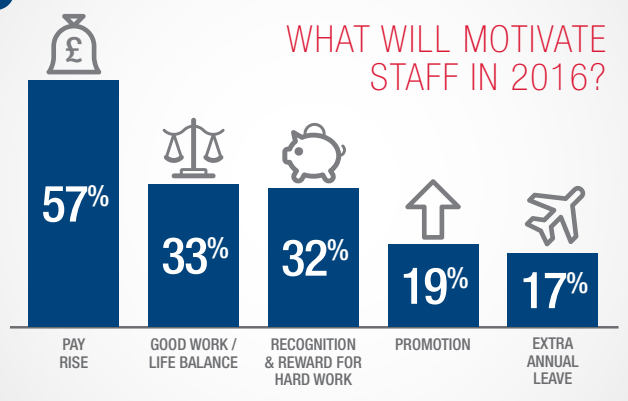
3.2

TOP FIVE REASONS PEOPLE WILL LOOK FOR A NEW JOB IN 2016



3.3

WHAT WILL MOTIVATE STAFF IN 2016?



Elements such as a good work/life balance and a thank you for a job well done are more motivational for employees than bettering their career with a promotion and extra annual leave.



1/3 OF STAFF ARE BORED IN THEIR CURRENT ROLE
1/3 OF STAFF WANT TO BE RECOGNISED FOR THEIR HARD WORK IN 2016

WHAT DOES A MOTIVATED EMPLOYEE LOOK LIKE?



Choose whether they work from home or in the office



Presented with rewards when they've done a good job



Receive regular training



..... Can work flexi-time hours



Has motivating peers



Receives regular thank yous for a job well done



Has a motivating boss / line manager



Allowed to perform personal tasks at work



Given autonomy to achieve something that matters to them



..... Has a good work / life balance



Is given quality tools required to do their job



Set regular challenges outside of their comfort zone



CONCLUSION

This research indicates that simple hygiene factors such as where employees work and the tools they're given to work with have a bigger impact on motivation than employers' may think.

However, it seems the most motivational elements that create memorable moments with staff appear under the four categories: achieved, challenged, gained knowledge, and recognised.

Employers who strive towards giving their staff the opportunities to experience these four elements throughout 2016 will no doubt benefit from an engaged and driven workforce – and hopefully improve the third of employees who could not remember a moment when they felt motivated last year!

Businesses should also recognise that throwing money and rewards at disengaged employees will have a neutral impact. It is only your engaged staff that will feel motivated and valued by rewards. Rewards should be used as a tool to maintain engagement – not to get staff engaged in the first place. Businesses need to look at disengaged staff individually to find out what will get them excited and involved at work.

So let your employees achieve something this year, give them a challenge outside of their comfort zone, make regular training available to them, and thank them regularly for their hard work. If we can do all of this we will no doubt be on our way to solving one of the many elements of the puzzle to help our economy improve productivity in the UK.

ABOUT THE SURVEY

This survey was conducted among 2,006 British employees during December 2015. The survey was run by an independent research agency. The research questions and report were compiled by an independent writer and published in January 2016.

To request copies or to find out more about the survey please contact: enquiries@motivates.co.uk

ABOUT MOTIVATES

Keeping your people motivated, rewarded and engaged, and ultimately improving your company's bottom line is what matters in business. We know that creating inspirational recognition, loyalty and motivation strategies is a critical to success. And that is what we at Motivates are all about.

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