

# PET JEDNOSTAVNIH I MOĆNIH TEHNIKA ZA NEMATERIJALNU MOTIVACIJU ZAPOSLENIH

## FIVE SIMPLE AND POWERFUL TECHNIQUES FOR NON-MATERIAL MOTIVATION OF EMPLOYEES

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Valeriy Okulich-Kazarin <sup>1</sup>, Olga Prichina <sup>2</sup>, Irina Stecenko <sup>3</sup>

### Summary

The object of the research (development) is the techniques of non-material motivation of employees.

The research aims to increase Company revenues while reducing expenditure on staff motivation.

Method or methodology of work is theoretical analysis, literature review, questionnaire surveys, statistical processing.

The results of the work are:

We found 5 simple and powerful non-material motivation techniques that help to reduce the expenses on the motivation of employees.

Labour productivity in the CIS for different industries is 5-20% of this indicator in the USA and Western Europe only.

We offer the solution to this problem through the increase of non-material motivation of the personnel of the company. The appointment of motivation to employee could work in greater volume and better quality than in the contract and job description. Salary is not the motivation, and the monetary compensation, which the worker receives in exchange for their work. Increase of salaries is not a reason to more productive work.

Studies have shown that with the possession of sufficient funds to 20% of people are not willing to work under any circumstances!

The motivation of people who want to work are the following:

- 12% has money as the main motive of work only!!!
- 45% prefer glory,
- 35% - prefer satisfaction with the content of the work,
- the rest prefer power.

The primary conclusion:

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<sup>1</sup> Taganrog State Pedagogical University

<sup>2</sup> South Federal University

<sup>3</sup> Taganrog State Pedagogical University

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You can motivate using of money (financial motivation) 12% of employees only. You cannot use money (financial motivation) strengthen 88% of employees. You useless to burn money, if develop in the company financial motivation only!

The company bears direct losses, if has a system of financial motivation only. And the company has losses due to productivity of labor, if you have not a system of non-material motivation.

The first task for the manager is to introduce in the company some simple and powerful non-material motivation techniques.

Five simple and powerful techniques non-material motivation of employees:

1. Add new products (services, programs, projects) name of their authors.

Examples: plane «Tupolev», the Llizarov apparatus and other.

2. Develop a honorary title of your company and bring them into line with the system of honorary titles of their industry and the state.

3. Build motivational ladder for professionals, managers and reservists.

Then everybody will know WHAT is really necessary to do to get more public recognition and career.

4. Create a real or virtual «Board of honour».

5. Place the button «our vacancies» on the main page of your company website. You can combine button vacancies with the virtual «Board of honour».

These 5 receptions reduce expenses on material motivation of the personnel. They quickly and easily help to enhance the motivation of the staff to work more and better.

Additionally, we explore the use of more complex of intangible factors increase the motivation of employees.

We are studying:

→ what you need to do to quickly improve staff motivation for another 30-50%,

→ how to organize indirect motivation for passive managers,

→ new approaches to motivation of employees striving to achieve success,

→ how to get rid of two factors that diminish the motivation of the Company's staff.

The Moscow data center (Russian Railways Company) has the following results when it was using our 5 techniques of non-material motivation for 40 managers:

- speed and quality of work of administrative personnel increased by 57-82%,

- comprehensive approach to development of management skills and competencies brought the additional 180 man-days,

- budget saving for personnel development amounted to \$30500 at the expense of application of new patented technologies of training and development of managers.

Field of application - the results of the research are applied in the practice of Russian companies. They can be useful for companies seeking to raise labour productivity of employees in the conditions of crisis.

Forecast assumptions about the development of the research object:

We develop solutions for the rapid improvement of the speed and quality of personnel. Managers will rejoice in the results of work of employees and the success of their Company when they can learn and implement our complex non-material motivation techniques.

**Keywords:** non-material motivation, productivity, development, improvement

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