

WHY A SALARY INCREASE WILL NEVER MAKE YOUR EMPLOYEES TRULY HAPPY.

An article by
MARION CAMPAN

6 other ways
to engage your employees
without breaking the bank.

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hat if you had no budget allocated to your staff salaries increase this year?

How would you keep the momentum, the motivation and the spirits high?

Salary raises are temporary incentives that do not create long-term motivation for employees. According to a study by Frederick Herzberg in his essay "One More Time: How do you Motivate Employees?", while a raise may be appreciated, it does not provide a sense of purpose or fulfillment in one's work. It is just a financial reward for a job well done.

It is not to suggest that an increase in salary would not be appreciated by your employees. It is quite likely that they would!

At least temporarily. If the raise were substantial, it could even lead to a celebratory evening spent with their loved ones. However, this elevated sense of satisfaction would likely be short-lived, returning to its previous state once the novelty of the raise had worn off. Essentially, providing a raise may only result in temporary recognition, rather than sustained employee engagement.

"What are Employees' Initiatives concretely?"

"And where do you start?"

While salary raises are important, they are not enough to ensure that employees are motivated and engaged.

Employers should focus on creating an environment where employees feel valued, connected and motivated, by working on employee engagement initiatives. This will lead to a more productive, satisfied, and committed workforce, ultimately benefiting the company in the long run.

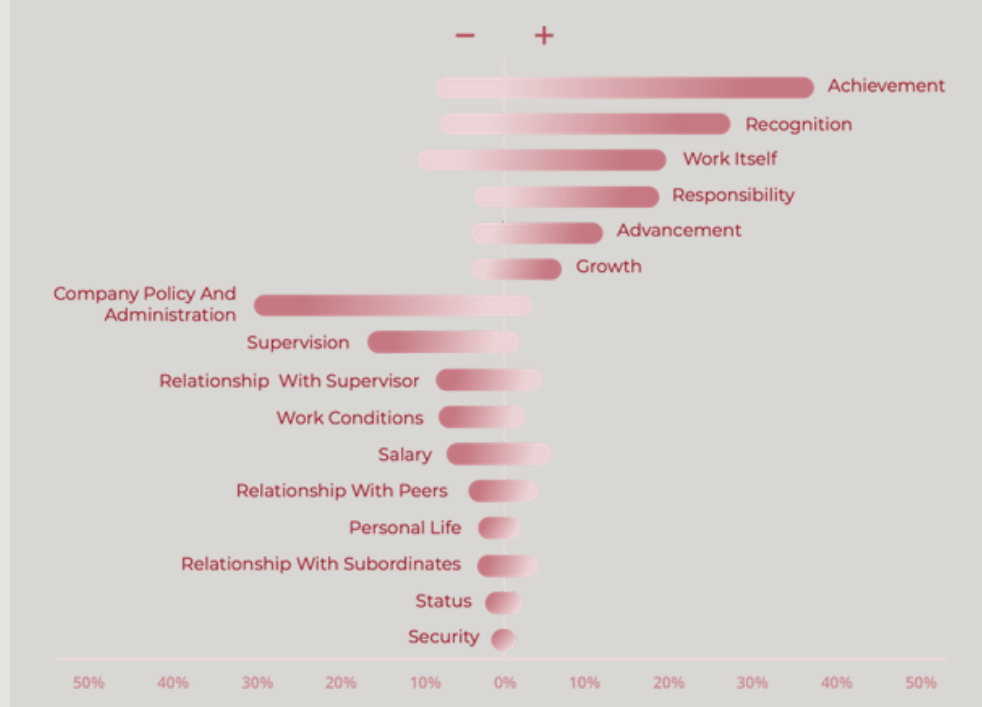


Figure 1

Source: "One More Time: How do you Motivate Employees?"
By Frederick Herzberg

Our clients often ask practical questions such as, "Where do I begin?" and "What are the concrete employees' engagement initiatives?" and "Which ones are most crucial for my company to succeed?"

These are valid concerns: They highlight the need for careful consideration and planning when implementing employees' engagement initiatives.

"But where do you start?", "What are "Employees' Initiatives" concretely?", "Which ones are the most important for my company?"

Here is a checklist that we usually work with to evaluate the health of a company and their employees:

- Recognition and Rewards Programs: (This is our favorite, because recognition has a tremendous impact on employees' satisfaction and only a few companies actually leverage it): Acknowledging and rewarding employees for their hard work and achievements can increase employee engagement and motivation.

- Employee Development Programs: Providing employees with opportunities for growth and development through training, mentorship, and career advancement initiatives can help them feel valued and connected to the organization.

- Communication and Feedback: Encouraging open and regular communication between employees and managers can help build trust and foster a positive workplace culture.

- Work-Life Balance Initiatives: Offering flexible working arrangements, such as telecommuting and flexible schedules, can help employees better balance their work and personal lives, leading to increased engagement and satisfaction.

- Wellness Programs: Implementing wellness initiatives, such as on-site fitness classes and healthy food options, can help employees maintain a healthy work-life balance, reducing stress and increasing engagement.

- Employee Involvement in Decision-Making: Allowing employees to have a voice in company decisions and encouraging them to provide input on important issues can help them feel more invested in the success of the organization.

Overall, employee engagement initiatives play a crucial role in creating a positive and supportive work environment, which in turn can lead to increased productivity, job satisfaction, and employee retention.

GOING BEYOND A SALARY

Engaged employees are more productive and creative, which ultimately benefits the company.

When employees are fully invested in their work and the company, they are more likely to go above and beyond what is expected of them, generating new ideas and solving problems more effectively.

A salary raise may provide short-term motivation, but it is not enough to keep employees engaged in the long term.

When you are ready to grow employees' happiness, here are 3 ways we can help you:

1. Assess your business and your teams to get clarity and momentum with your next steps.
2. Level up with your management team with specific management and leadership trainings.
3. Work with our coaches to grow you as a leader and grow your teams.

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**Building
Outstanding
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Contact us:

www.intandid.com

Email: marion@intandid.com

