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CORPORATE GIFTS

**The future
of workplace
motivation**



From cloud-based software to AI, most businesses agree the future of work will be rooted in technology, but this alone isn't enough.

Your workforce is comprised of a variety of different people who define your organisation – and each and every one of them needs to be appreciated, encouraged and motivated to succeed. In this guide, we'll take a look at the latest ideas, theories and tools HR professionals like you can use to ensure your team lives up to their potential in 2019.





Master employee motivation

Making everyone at your business happy might seem like quite the mammoth task – but it doesn't have to be. Keeping employees engaged and inspired starts with understanding what makes them feel this way. And whereas Andy the accountant might love popping on a pair of headphones and listening to Bach whilst he crunches the

numbers, Irene from IT could be inspired by a mug of fruit tea and some Swedish heavy metal. We're all different, and what we require to get the creative juices flowing varies from person to person. Research has even revealed that people can be separated into two categories, based on how they are best motivated¹...



Intrinsic motivation

Those of your employees that are intrinsically motivated will be naturally passionate and driven to succeed – both in their personal lives and at your work. They will enjoy searching out new ways to improve themselves, and will be interested in developing new skills.

How can I support my intrinsically motivated employees?

Given that these members of your workforce are always eager to learn, we recommend ensuring you've allocated a healthy budget for training courses, and encouraging your team to develop new skills.

Whilst intrinsically motivated people will find it easier to inspire themselves, this doesn't mean they won't appreciate recognition for all of their hard work – which is why you should celebrate the successes of these members of your team with a high-quality gift, ideally one that empowers them to select something unique to their individual preferences.

Offering career training and development would keep 86% of millennials from leaving their current position.³



42%

of employees say learning and development is the most important benefit when deciding where to work.²



79%

of UK workers believe their boss or manager does not care about their happiness.⁴

Extrinsic motivation

Extrinsically motivated employees are motivated by things external to themselves, like rewards, praise or bonuses. They may struggle to begin work, or sustain their momentum throughout the working day, and will require regular recognition to maintain a steady workflow.

How can I support my extrinsically motivated employees?

Your extrinsically motivated employees should be encouraged to develop their skills – particularly those that help them sustain a consistent level of productivity. They should be rewarded for their engagement with new ideas, as this will motivate them to continue developing their skillset. One of the most important things you can do for your extrinsically motivated employees is to ensure you've got a

comprehensive and carefully planned incentive scheme in place, with prizes and rewards that give employees the freedom to choose a gift they'll truly appreciate.

Extrinsically motivated employees will also respond well to regular and genuine praise for all of their hard work. So, whether you host weekly shout-out sessions to highlight all of your team's victories, or you invite employees to one-to-one meetings where you take note of their successes, it's vital that you show your extrinsically motivated team members how much they're valued on a regular basis.

39% of workers would work harder if they are happy in their current role or place of work.⁵

Recognise individual personalities

When going about day-to-day life at your business, you've likely discovered just how many different personality types there are amongst the people that comprise your organisation. But did you know that you can uncover the various dimensions of their personalities, and use this information to better cater to their needs?

The big 5 personality traits: Researchers in the field of psychology have developed a method for analysing personalities, known as the 'Big 5 personality traits'. Here's how they are broken down...⁶



Conscientiousness

People who score highly in this trait will be on time, reliable, thorough, organised and hard-working. Those in your team who are lower in conscientiousness may lack time-keeping skills, will likely have a messy desk and will not be maximally productive.



Openness to experience

The members of your workforce who are high in openness will be creative-types. They will enjoy art in its many forms, will have a variety of interests and will have vivid imaginations. People lower in this trait tend to think more logically and pragmatically.



Emotional stability

People who have a great deal of emotional stability are able to contain their emotions well in high-pressure situations, whilst those who score lower in this trait can be more prone to negative emotional states.



Agreeableness

Agreeable members of your team will be very friendly, cooperative, compassionate and will not seek to rock the boat, whereas the disagreeable people at your organisation will be prone to competitive behaviour, and will be more likely to challenge authority.



Extroversion

Extroverts love interacting with other people – it energises them. They are talkative and often assertive people. The opposite can be said for introverts, who prefer their own company, and may require periods of quiet after spending long spans of time with others.

✕ ✕ ✕ How can I use the big

With a range of free tests available online, you could offer your team the opportunity to fill out the quiz, with the option to share the results with you. Be sure to remind them that completing the Big 5 personality test will not only help your business to better understand your employee's wants, needs, strengths and weaknesses, but that it will also help them to better understand themselves. Once you develop a deeper

understanding of your employees' personalities, you can use this information to maximise their potential. For example, if Irene from IT is high in introversion, instead of inviting her to a large and loud team party (where she will likely feel very uncomfortable), you can offer incentive opportunities that suit her personality, to ensure she's motivated to come into work (even on a Monday morning).



Make every day interesting

At a business on any given day, unexpected interruptions, phone calls or meetings can make it easy to let activities like the Monday weekly quiz or Friday afternoon yoga slip. But when you fail to create an engaging environment for your employees, you significantly increase the chances of their seeking out a new job...

Offering your team a range of activities, rewards and benefits is a great way to make every day that little bit more interesting. This will also ensure that when your team do get to down to work, they're motivated to achieve their very best. So, what fun things can you do every day to make your team feel inspired? Here's just a few ideas...

Daily inspirations

Why not encourage your team to select an inspiring quote or story to share with their colleagues each day? This is a great way to promote healthy communication among your workforce, and to energise every employee to achieve their best.

Weekly workouts

Nothing gets people feeling refreshed and reinvigorated like a good workout. We recommend hosting a weekly workplace run, spin class or sports game, and asking every one of your employees to get involved.

Monthly competitions

Whatever goals your business is working towards, find ways to involve your team by offering rewards and prizes to those who help you hit that big target. A bit of healthy competition between your team members can transform a slow morning into an entertaining and engaging one.



More than

50%

of employees said they have left jobs after hearing the siren calls of better benefits elsewhere.⁷



Create meaningful experiences

Meaningful experiences are what define people's lives – and they can spell the difference between an average work day and a lasting memory. Experiences like this also build stronger relationships between colleagues, encourage more open and thoughtful communication, and motivate people to achieve their best.

And when you consider the fact that 90% of employees would forgo 23% of their earnings for more meaningful work,

it's clear that offering your team even small opportunities to positively contribute to your community will empower them with more meaning in their roles, and will do wonder for your business.⁸

So, how can you help bring more meaning to your team's lives? Here's a few ideas we've found effective...



Hold a poll

When it comes to choosing the charity your team wants to make a contribution to, we recommend involving them in the decision-making process, as this will ensure they're passionate about the cause your business decides to support. This could be as simple as holding an online poll. If you want some inspiration, why not check out The Nobel Laureates guide to The Smartest Targets for the World, which outlines the most effective ways to do the most good globally.



Get active

Whether you choose a sponsored walk, a fun run or a sky-dive, activities like these are a great way to simultaneously strengthen relationships between employees, stay fit and active, and raise money for the charity of your choosing.



Bake off

Not every one of your employees will be an adrenaline junkie, which is why we also suggest hosting a monthly bake off, where you encourage team members to bake delicious desserts, and have the rest of your employees make donations to indulge in some of the tasty treats on offer.

Engage everyone with incentive schemes



When workers feel like they belong, they're more motivated, engaged, productive and 3.5 times more likely to contribute fully and innovatively to reach their potential.⁹ So, with this in mind, here's our top tips to help you design an incentive scheme that will empower your employees to make the most of their potential..

Consider time carefully

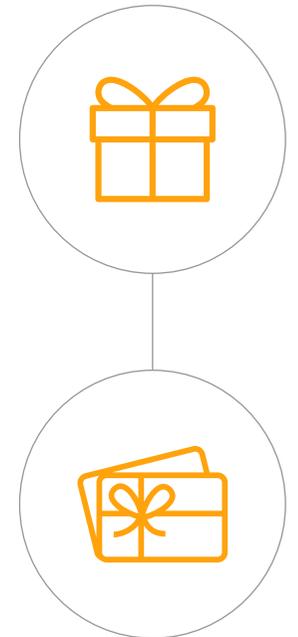
When planning out your incentive scheme, be sure to consider the timespan – remembering that the average sales incentive spans between six and eight weeks. Often, shorter schemes are most effective, as the quick turnaround is more likely to propel your workforce to hit their target. If you need to inspire staff to achieve real and lasting results over a longer period of time, you'll need to ensure the size and quality of the prize reflects this.

Make rewards visible

Once you've decided on the perfect prize for your employees, ensure you put it on display in your office for all of your team to see, as this will motivate them throughout the day to perform that little bit better. If, for example, you chose to incentivise your team with our luxury gift cards, we recommend encouraging them to share what they chose to do with their gift, as these stories can inspire others to work harder.

Select the right rewards

When thinking of the best gifts to motivate your staff, it's important to remember just how different each and every individual at your organisation is. With an M&S gift card, you can empower them to buy themselves the perfect gift to meet their unique needs. The goal here is to combine reward-giving and the alleviation of money worries, to enable your team to buy things they may actually need. The outcome will be a better experience at home, and more motivation in the workplace.



Show your team you care with an M&S Gift Card

Providing your employees with on-going perks and rewards is a sure-fire way to ensure they continue working passionately and productively for your business. Show them just how much you value their loyalty – reward your employees with an **M&S gift card**, and build a more motivated workforce.



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1 <https://www.ciphr.com/advice/what-motivates-your-employees/> | 2 <https://blog.accessperks.com/2018-employee-engagement-loyalty-statistics> | 3 <https://blog.accessperks.com/2018-employee-engagement-loyalty-statistics> | 4 <https://blog.accessperks.com/2018-employee-engagement-loyalty-statistics>
5 <https://blog.accessperks.com/2018-employee-engagement-loyalty-statistics> | 6 <https://www.123test.com/big-five-personality-theory/> | 7 <https://blog.accessperks.com/2018-employee-engagement-loyalty-statistics> | 8 <https://blog.accessperks.com/2018-employee-engagement-loyalty-statistics>
9 <https://blog.accessperks.com/2018-employee-engagement-loyalty-statistics>

