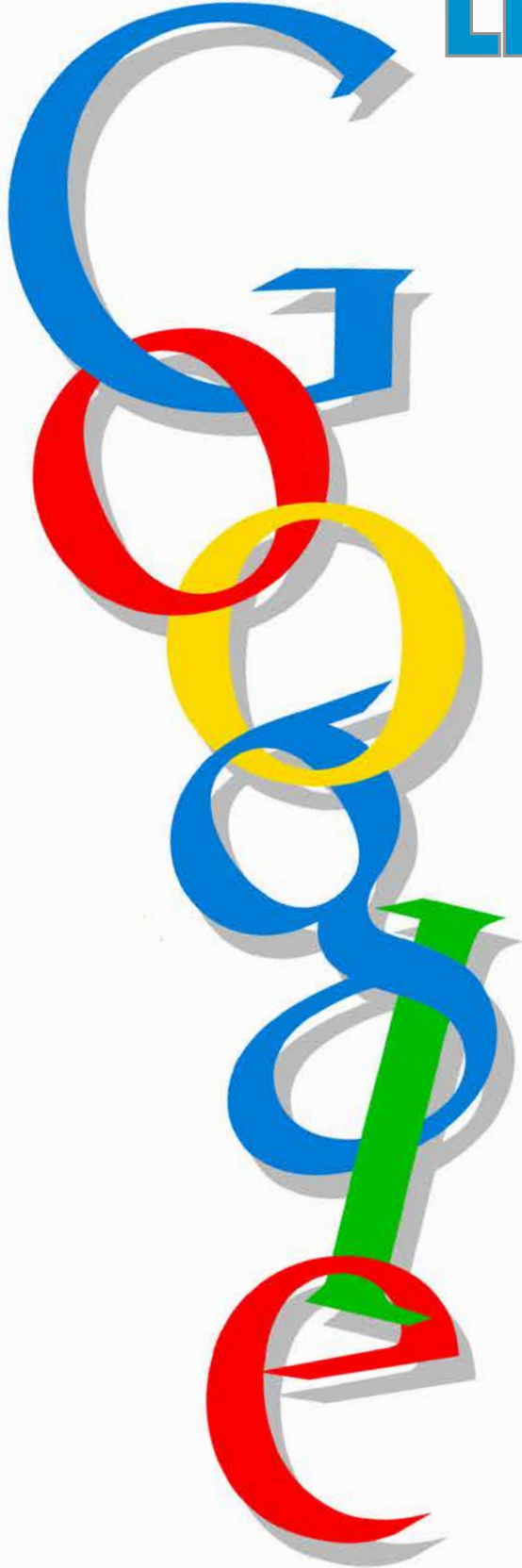


# EMPLOYEE MOTIVATION LESSONS FROM



**Impactful motivation is easier than you think, and the sooner you launch a new employee into productivity, the better off you will be.**

Employees want management and leadership that they can look up to, not management that looks down on them. An honest respect for all and a genuine recognition that everyone has something to offer, is at the heart of a successful motivator. Without respect, so-called motivation becomes manipulation, and manipulation is never successful in the long term.

“Motivation” is about giving your people a “motive for action.” By understanding what your people value, and implementing it in your direction, you can easily fulfill your—and their—goals.

Take an honest interest in every one of your people, and the means to motivate them will become readily apparent. Make it a goal to learn something new about at least one of your people every day.

Take tech giant Google, for example. They haven’t just spent time and focus on new programs and inventions, they focused on people. Since their founding, they have grown their business from a two-man operation to over 37,000 employees in 40 countries.

Here are some employee motivation tips to learn from Google:

**1. Make fun a regular part of work**

Have dress up days, pajama days, a costume party for Halloween; something small, fun, and regular. Every year for April Fool’s Day, Google allows their employees to plan and execute some major tricks and

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gags to the world. This year, they announced a new job role of Pokémon Master at Google.

## 2. **Make employee happiness a priority**

Google has a team of people whose job is primarily to monitor and execute employee perks and benefits. Google employs Prasad Setty, VP of people analytics and compensation, who is responsible for not only managing this team, but identifying and establishing employee desires.

## 3. **Inspire and encourage people**

Many of you are aware of the “80-20” rule at Google. This rule allows employees to spend 20 percent of their time on their own personal projects. Google engineer Chade-Ment Tan wanted to achieve world peace in his lifetime. Other companies might call him crazy, but not Google. He went on to design a course about the increasingly popular topic of mindfulness, and is now a “New York Times” bestselling author, with his class being the most popular taught at Google.

## 4. **Offer training**

Find out what goals your employees have and see

how you can help them get there. No matter how unrelated it may be to their work, if members of your team want to learn a new skill in your company, let them. How can educating your team possibly hurt?

## 5. **Offer perks you can afford**

Your company may not be the “Google” of your industry, but offer your employees perks and benefits outside of the norm. You may not be able to offer bowling alleys, free haircuts, and gym memberships like Google does, but small tokens will go a long way. Free breakfast, healthy snacks, movie tickets, etc. are some good ideas.

The moral of the story—and lesson to be learned from Google—is this: put the same amount of effort into keep-ing your people happy as you do in your business process and products.

Google truly lives by its company philosophy: “To create the happiest, most productive workplace in the world.”