White Paper 2 Boosting Employee Morale

 **The Challenge: Keeping employees motivated.** Anyone who has managed people knows that it is a lot easier when people you manage look forward to coming to work. This group is not just motivated by money but by the prospect of having a great work experience. Customer service is a great example. People answer the phones, get coffee, and take on mundane but necessary tasks. The group is easier to please than others because their expectations are more basic. Their expectations are not low but simply more “down to earth”. A simple “thank you, you really helped me” from a customer makes their day. The testy belligerent attitude of some customers is a challenge many of them welcome so they can solve the customer’s problem and be thanked for it.

 However, there is another set of employees. Technical, knowledgeable, even arrogant, and a downright challenge to keep happy, these people can propel the organization to new heights or put it in the darkest hole. To this group management has to bring it’s “A” game. This is where new and functional equipment can do wonders for their attitudes and your bottom line.

 **What to do!**  When equipment breaks or is obsolete and employees are forced to just keep fixing it morale suffers terribly, especially if the owner is driving the latest luxury sensation and is never in the shop! Seeing an auto tech try to change tires with a ten year old machine that is making him work physically harder or an accountant that has put tape around her computer mouse are simple examples. Many of these people have a good work ethic. Today a good work ethic is where the employee just shows up to work. You can change a good work ethic to a great work ethic, improve morale, and even profit, by investing. Remember, once they are at work management must focus on their needs and fulfill them. When employee needs are fulfilled they are more productive and thus more valuable to the firm. Leasing or financing new or even used equipment can help!

 **Employees see more than we think!** A good employee will know others in their field. Communicating with one another they are informed of the latest trends and forces in their industry. When you have employees with this type of knowledge you can be sure that if you do not provide a good work experience a competitor will.

 Many owners cringe at the word investment. Perceived as taking money from them and gambling with it is why many owners shy away from investing. “After all the 20k I take out every 4 months as quick cash, plus my weekly check is for the life style I deserve. Spending on new stuff means less for me. The workers will just have to make do. My expenses are already out of sight.” Employees see what goes on. Computers that are slow and unmaintained are dreaded. The water fountain leaks and causes a worker’s compensation hazard. Only one person can use that machine press cause it is too finicky. The delivery truck is down maybe management will spring for a good used one?” For a few thousand dollars problems like these can be addressed. Buying a used truck will take more funds but consider what goes through a sales person’s mind when a sale that took two weeks is lost due to a truck that can’t be relied upon. Even if it means putting the vacation to Disney on hold spend some dollars on your business. The payback can be impressive and grow not only the paycheck of the owners but the employees as well creating better morale and a more stable work force.