

**EFFECTIVE METHODS STAFF MOTIVATION IN THE DIGITAL
WORLD**

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Abstract: Staff motivation is a prerequisite for the existence and development of a modern organization. The system of motivation is improving each year, there are new and non-standard ways to increase the workforce efficiency. Methods of material and non-material stimulation are considered in the article.

Keywords: staff efficiency; motivation; incentive; material stimulation; non-material stimulation.

A motive is something that stimulates a particular behavioral response of a person, improves his efficiency and prevents frustration of the needs.[1] Motivation is a package of incentives that guides a human's behavior. In the organizational structure this definition underlies a variety of motivational schemes, enabling staff to work efficiently and at the lowest costs for the employer.[2] A well-designed system of the staff motivation determines success of the organization. The clarity of goals and criteria of evaluation, transparent and understandable calculation of payment make the employees responsible for the results of their work, contribute to the successful implementation of the plans and achievement of the company goals.[3] Methods of material incentives should be beneficial for both companies and employees. Getting a money reward, the employee realizes his labour value in the organization, that directly influences on his self-esteem, social status, and, consequently, his job performance becomes more effective. Money rewards can be bonuses, a raise in the salary, or an exceptional paid vacation .[4] The management of the financial institution

Promsvyazbank has developed a clear, transparent system of incentives for their staff, including rewards for achieving goals, bonuses for ideas given to the project “Bank of ideas”, additional vacation days, contributions to the funded part of the pensions and so on. Also Promsvyazbank encourages its employees using non-material stimulation, such as organising corporate sport, corporate holidays, and a training system. Material incentives can contribute not only to the improvement of the staff efficiency, but also its lowering. Often this method decreases performance, because the officer is too worried about saving his highly-paid job, in some cases, harmfully to the company. Also there can be some lowering in the job performance because the employee got used to regular money rewards. Non-material stimulation is not less important. The examples of this type of stimulation are promotion, providing a corporate car or a private office, expression of gratitude, awarding a certificate of honor, a medal, possibility of advanced training, participation in corporate events, awarding a rank generally accepted or accepted in this very company. The most effective method of improving workplace productivity is paying extra money to encourage a healthy lifestyle of employees.[5] These payments can be money rewards paid to the employees who were not on sick leave and those, who do sports. It is better to stimulate the employees not too often giving the time for them to improve their efficiency as to make high achievements in work takes time. Modernization of corporate culture will increase the quality of the employees’ work in achieving the general goals of the company. The management has more privileges than the staff in creating a favorable organizational climate promoting internal integration. At the present stage of the management system development “team-building” is a novelty in non-material stimulation. Team-building develops a sense of belonging to a common cause. Team-building is a term usually used in a business context and applied to a wide range of actions to create and improve the efficiency of the team.[6] In other words, team-building is a complex of measures aimed at uniting the employees through co-active holidays, corporate events, training and other activities. Promo Centre Advertising agency increased the discipline of its staff and decreased the

staff turnover by 35 % through team-building. To sum up, the analysis of stimulation and motivation methods allows to improve workforce efficiency.[7] It is necessary to take into account the fact that staff motivation is a prerequisite for the existence and development of a modern company.

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