

To motivate or not to motivate ... that is the question

Submitted by: Right Track Consultancy

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Two years ago motivation was a key word used in business regarding employee performance, loyalty and productivity, however due to the current economic climate the term seems to have become partly redundant – another thing to add to a growing list it seems.

It is pretty fair to say that the main reason for this shift is because of the economic situation facing UK businesses today, however whilst the argument of ‘consolidation’ and ‘treading water’ is seen as a justifiable argument by many, this action could – and probably will – cause more harm than good.

The figures for 2008’s unemployment rate are soon to be released and will inevitably show that the number of people who are unemployed in the UK will have been pushed over the 2 million mark; the highest it has been in a very long time. It looks set to get worse before it gets better; some estimates are already suggesting that by the end of 2009 the figure is more likely to be around the 3 million mark.

As the level of redundancies continues to rise throughout the country it is likely that the main focus of many organisations will be on those who have been made redundant, with the employees who have kept their jobs seen as the lucky ones to still be employed. Whilst this is true, motivation and performance management have never been more important.

Kasmin Cooney, Managing Director of Righttrack Consultancy (<http://www.righttrackconsultancy.co.uk/>), a learning and development specialist with over 21 years experience said,

“It is all too common for the employees who are left behind, after the rounds of redundancies have been completed, to have little or no idea of what their future is within their organisation.

Ensuring you keep the key and best players in difficult times is incredibly important and assuming that these employees will be thankful for all eternity because they were not made redundant is a fundamental, yet all too common error.

Even though the economy has slowed down employees still have roughly the same aspirations and management expectations that they had when the business world was a much brighter place. So it is vital that organisations consider this into their personnel plans.”

Whilst temptation for some to cut spending altogether on HR activities such as learning & development and incentive schemes will be too great, the chances are that the short-term benefits that this method generates is likely to be outweighed by the cost of recruiting new staff who have moved on to other organisations that offer better prospects.

Although most indicators are supporting the doom and gloom painted by the media, as with all cycles, after a trough, a peak will be sure to follow. Take the retail figures for January 2009, they are up on what was predicted – hopefully the journey back to the success is coming a little bit quicker than we all originally thought.

-End-

Notes:

Company logos are available to download from: www.righttrackconsultancy.co.uk/news-media-blog/media/
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About Righttrack Consultancy:

Right Track Consultancy Ltd was formed in 1988, and has its head office in Worcestershire. Righttrack is a leading learning and development consultancy that design and deliver innovative and engaging training solutions to organisations all over the world. The range of services that Righttrack provide covers a broad spectrum and includes bespoke and ready-to-run training, sales solutions, ILM programmes, organisational development, e-learning and coaching.

Righttrack work with clients of all sizes across all industry sectors, including Mercedes Benz, Gucci, Somerfield, Littlewoods Shop Direct Group, Metropolitan Police and The North East Ambulance Service. More information can be found on www.righttrackconsultancy.co.uk (<http://www.righttrackconsultancy.co.uk/>)

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