

ENGAGING YOUR WORKFORCE

using five  MyPrint® *motivators*

One of the best ways to show your employees gratitude is to take the time to understand their unique traits and motivators. Investing in employee engagement might not seem like it has a lot of immediate value; however, having an engaged workforce can have lasting effects on an organization. Each year, disengaged workers cost the US \$480 to \$605 billion, and healthcare costs related to burnout reaches \$190 billion annually. We are all familiar with the **golden rule**:

“TREAT OTHERS THE WAY **YOU** WANT TO BE TREATED.”

Although this might be a helpful way to think about some aspects of life, this is not the best way to approach motivating your employees. In this guide, we will go through the five MyPrint motivation dimensions that will help you engage your workforce. In order to find success with these tips, you will need to keep the **platinum rule** in mind:

“TREAT OTHERS THE WAY **THEY** WANT TO BE TREATED.”

The following **five** MyPrint motivation dimensions are common themes in engagement research: Autonomy, Belonging, Challenge, Recognition, and Reward. Keep in mind that humans are complex individuals who think, feel and behave differently from one another. By understanding **how** an individual is motivated in each of these dimensions, you will have a better understanding of how to create an ideal work environment and culture that will foster engagement.

Why Focus on Engagement?

DISENGAGED INDIVIDUALS:

- Burnout
- Lost productivity
- Lower quality of work
- Higher turnover
- Increase in healthcare costs

ENGAGED INDIVIDUALS:

- Happier
- More productive
- Better quality of work
- Higher wellbeing
- Lower healthcare costs

AUTONOMY

The extent to which one wishes to control their circumstances.

When looking at Autonomy from the MyPrint perspective, we have two sides to consider: those who have a **Need for Guidance** and those who have a **Need for Self-Reliance**.

Need for Guidance

What motivates:

- *To be able to consult with others before setting their own objectives.*
- *To receive support from others in achieving their work.*

Need for Self-Reliance

What motivates:

- *To have exclusive control over their objectives and schedule.*
- *To be able to work at their own pace.*

When it comes to setting goals and scheduling work, people vary on how much support they seek. Giving individuals who desire high amounts of autonomy the freedom to set their own goals and schedules shows that you trust them. Alternatively, when providing guidance to those who are low on autonomy you are showing that you are there to support them.

BELONGING

The extent to which one wishes to be part of a group.

When looking at Belonging from the MyPrint perspective, we have two sides to consider: those who have a **Need for Freewill**, and those who have a **Need for Affiliation**.

Ensuring that those who have a high need for belonging feel as though they are part of a team will help to push them to work hard towards their common goals. On the other hand, some individuals do not want to feel as though they are just part of a herd, and they will feel more encouraged in their work when they can express their individuality.

Need for Freewill

What motivates:

- *To have a complete freedom of thought and action.*
- *To feel independent from any community.*

Need for Affiliation

What motivates:

- *To share interests and passions with their colleagues.*
- *To be considered as a full member of their team.*

CHALLENGE

The extent to which one seeks to get out of their comfort zone.

When looking at Challenge from the MyPrint perspective, we have two sides to consider: those who have a **Need for Attainable Goals** and those who have a **Need for Personal Achievement**.

When individuals who desire having realistic goals are faced with constant unattainable goals, they can feel discouraged and defeated, which leads to a disconnection from their work. However, if an individual desires to be constantly challenged and they feel as though they can easily complete all of their goals, then they might become bored and therefore disengaged in what they are doing.

Need for Attainable Goals

What motivates:

- *To have realistic goals to achieve.*
- *To be able to work at a reasonable pace.*

Need for Personal Achievement

What motivates:

- *To evolve in an environment with high standards of performance.*
- *To work on projects that allow them to test their skills.*

RECOGNITION

The extent to which one seeks admiration from others.

When looking at Recognition from the MyPrint perspective, we have two sides to consider: those who have a **Need for Intrinsic Enjoyment**, and those who have a **Need for External Acknowledgement**.

Need for Intrinsic Enjoyment

What motivates:

- *To be able to choose the projects they will work on.*
- *To carry out projects that help them grow and mature.*

Need for External Acknowledgement

What motivates:

- *To receive positive feedback and compliments for their work.*
- *To have a respected and prestigious position.*

Not everyone wants to be outwardly recognized in the same way. To some, having outward praise from others is what motivates them to keep up the good work. However, others need to find their work enjoyable to perform, regardless of if they are getting any external acknowledgement or not. When these individuals find their work interesting they will be more engaged in the tasks and projects they do.

REWARD

The extent to which one is motivated by tangible rewards.

When looking at Reward from the MyPrint perspective, we have two sides to consider: those who have a **Need to Contribute to Society** and those who have a **Need for Tangible Benefits**.

Need to Contribute to Society

What motivates:

- *To work on projects whose outcomes mainly benefit others.*
- *To dedicate their free time to others in a selfless way.*

Need for Tangible Benefits

What motivates:

- *To see their performance rewarded by material benefits.*
- *To be often encouraged to work harder through financial compensation.*

It might seem like offering constant bonuses would be a motivator for most people. However, the need to find the greater good in their work is a stronger motivator to some people, regardless of how much money they are getting. Incorporating volunteer opportunities and a core purpose alongside tangible rewards can help to accommodate the needs of both perspectives.

LOOKING FOR ADDITIONAL RESOURCES?

Our insights don't stop here! We offer 13 personality and 11 motivation dimensions, plus 11 professional behaviors through our **MyPrint® assessment** (click to visit www.talentoday.com and learn more about our science). See below for our full list of motivation dimensions. Contact customer@talentoday.com for more information.

- Autonomy
- Belonging
- Challenge
- Competition
- Excitement
- Influence
- Recognition
- Responsibility
- Relation
- Reward
- Variety

SOURCES

http://grow.bamboohr.com/rs/195-LOZ-515/images/Why_Employee_Engagement_Matters_To_Your_Business_ebook.pdf
<https://www.effactory.com/knowledge/blog/hr-analytics-autonomy-and-employee-engagement/>
<https://www.glintinc.com/resource/employee-engagement-101/>
<https://gethppy.com/employee-engagement/retain-employees-meaningful-work>
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