

Marketing Insights

Tips to boost your business

“Make sure that workers feel that they are valued and appreciated for their efforts.”

“Say thank You; it is the easiest way to make people feel good right away and is far under utilized.”

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7 Ways to Improve Employee Morale

by *Michael F McDougall*

APPROVE 1. Action 2. Personal 3. Praise 4. Respect 5. Openness 6. Value 7. Enjoyment

If you want to have employees that are happy to be at work it is essential that they feel empowered and included. The acronym APPROVE will solve any problems that you may be experiencing.

1. Action

Take action when an employee comes to you with ideas for improvements or potential trouble spots that are concerns for workers. Health and safety are not only expensive items to overlook, in terms of fines and insurance costs. An unsafe environment also contributes directly to poor employee moral. “If the company cares so little about my safety, why should I care about the job?” This is valid! When an employer places such little regard for the actual lives of employees and their families, they receive in return what they have created...NO REGARD!.

Conversely, when an employer obviously cares enough to ensure safe working conditions, and listens to employees input, the workers react with an increased awareness and a caring attitude towards the employer. Even small things like a cleaner bathroom can make a tremendous difference.

2. Personal

Make sure that workers feel that they are valued and appreciated for their efforts. There are many ways to show appreciation. Vouchers for malls are always in demand, especially for families who can always use an extra few dollars. Recognition of Birthdays, Hiring Date Anniversary, and Special Accomplishments within the community, volunteerism for example make people feel appreciated. Easiest one of all...Say Good Morning or Hello! Wow, how easy is that?

3. Praise

Give praise to those who come forward with suggestions, it doesn't have to be monetary to make them feel good. A thank you letter from the President of the company will cost zero dollars and goes a long way. Say “thank you;” it is the easiest way to make people feel good right away and is far under utilized. Employee of the Month/Year is an easy and inexpensive display of your appreciation.

4. Respect

Always show respect for workers as people. You will not find anyone of value who wants to be degraded. Do not degrade workers self-esteem in front of a crowd. When disciplining a worker it should always be in private. When you must say “No”, append it with, “I'm sorry but...” and state your reason. Reasonable people understand reasonable requests as well as work deadlines.

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5. Openness

Show your employees that you are open to them. In other words make the time to hear what they are saying. It only takes a few minutes and the feelings generated last for years. When approached by a worker, don't brush them off with a "Don't you have something to do" or "I have no time for this right now". When pressed for time say so, but invite them to walk with you and talk. Tell them you will think about it or take it further or just "Okay, thanks" As long as they feel that you made the time, they will be happy..

6. Value

Ensure that your staff knows that they are valued as a team, as well as individually. When making changes tell them that you require their assistance. Make them a part of the solution. Offer incentives for new ideas to improve workflow or save money.

7. Enjoyment

Enjoyment in a workplace contributes to your profits. When people are happy they are more productive, have less sick time and get along better with others Try some team building games that will promote more of a dependence on each other. "Loners" have more internal problems and can easily become the office joke. Feelings of alienation have all too often turned violent. Softball, Ultimate Frisbee, even Horseshoes can bring a bonding element to your employees.

Does this sound daunting? It's not really that big a deal. If you treat all employees like you would want to be treated, then you are more than half way there.