

Igniting Employee Motivation

About Roman 3 Operations

- Roman 3 is a Human Resources and Training company located in the Annapolis Valley.
- We specialize in helping organization add PEP:
 - Performance
 - Efficiency
 - Productively

or as we like to describe it, the “People Side of Productivity”.

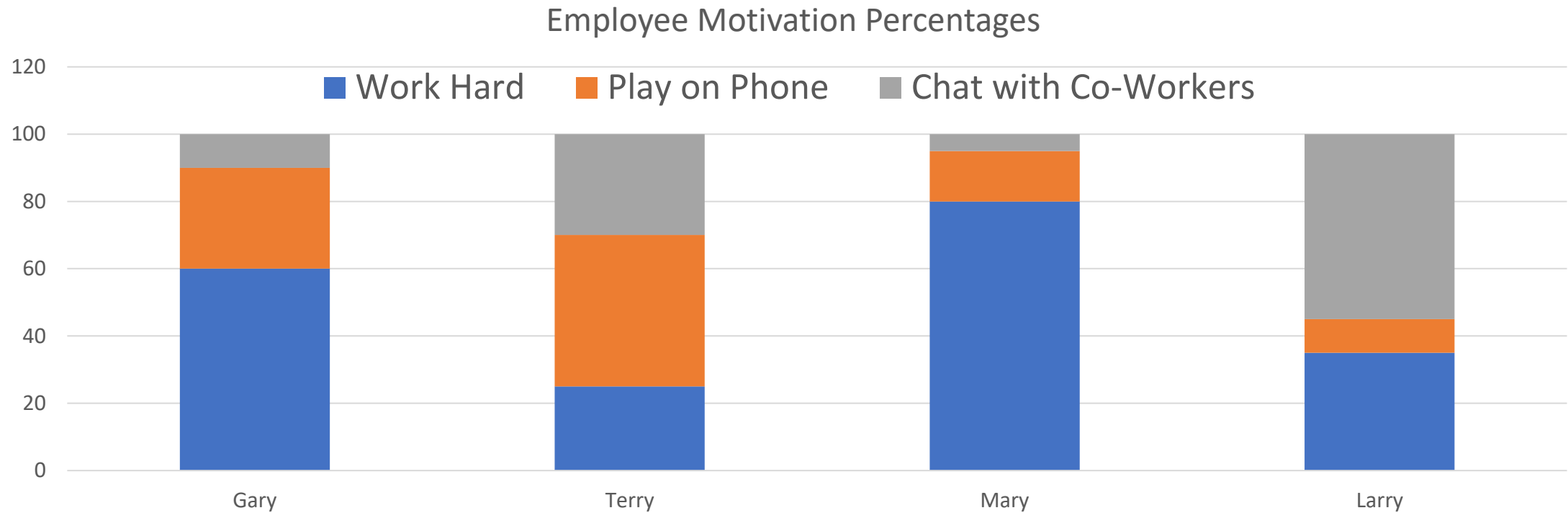
Outline

1. Define the impact of employee motivation
2. Factors that contribute to employee motivation
3. How to resolve challenges with employee motivation

How does motivation work?

- A common misconception is that “unmotivated” is a thing.
- Everyone is always motivated, but their motivation is often split between different alternatives, looking for the best one.

How Motivation Works



What do we mean by poor employee motivation?

- Poor employee motivation can look like:
 - people not applying for jobs
 - poor attendance
 - higher turnover
 - poor performance
 - poor productivity

3 Factors that contribute to poor
employee motivation:

1. WAGES

A few questions to ask yourself

- Do you have employees that make less than \$14/hour?
- Do you have employees that work less than 35 hours a week?
- Do you have employees that work less than 50 weeks a year?

Wages

- Alternatives like EI and CERB didn't create poor employee motivation, they only provide more options.
- These types of alternatives mainly impact seasonal and/or lower wage workers who can make close to the same amount.

Realities of the Workforce

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**HOW POVERTY
INFLUENCES THE
WORKFORCE**

Realities of the Workforce



Shelter: \$11,516



Clothing: \$2,207



Food: \$12,001



Transportation: \$4,328

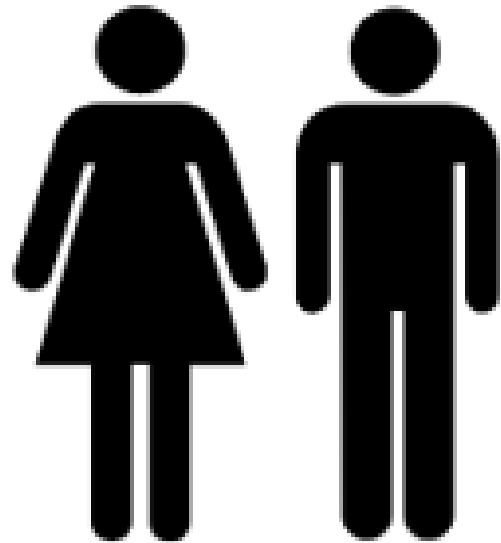


Other: \$11,635

**The Poverty Line for a Four Person Family
in Rural Nova Scotia is \$42,800 (NET)**

Source: Statistics Canada. Table 11-10-0066-01 Market Basket Measure (MBM) thresholds for the reference family by Market Basket Measure region, component and base year (2019)

Realities of the Workforce



-\$2,564

Two adults working for Minimum Wage (2020) have a collective NET income of \$40,236*

*Based on a 36.25 hour work week for 52 weeks annually

Realities of the Workforce

Employees who live below the Poverty Line are more likely to face challenges with:



Less Reliable
Transportation***



Less Nutritional
Options **



Less Access
to Prescriptions**



Less Dependable
Housing***



Less Reliable
Communications***

**Food Action Research Center
(2017)
<https://frac.org/wp-content/uploads/hunger-health-impact-poverty-food-insecurity-health-well-being.pdf>

*** Tackling Poverty Together
(2017)
<https://www.canada.ca/en/employment-social-development/programs/poverty-reduction/reports/tackling-poverty-together.html>

An interesting thing about
wages...

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The result of 22 case studies
show the cost of losing a
minimum wage employee is
over **\$5,000.**

- Center for American Progress

<https://www.americanprogress.org/wp-content/uploads/2012/11/CostofTurnover.pdf>

Paying a full time employee
an extra dollar an hour only
cost an employer less than
\$2,000 a year.

- \$1 x 36.25 hours x 52 weeks a year

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The cost of turnover for a **\$45,000** a year employee is **\$15,000** after; reduced productivity, additional labour hours, recruitment costs, and onboarding.

- Work Institute's 2017 Retention Report

<https://info.workinstitute.com/retentionreport2017>

3 Factors that contribute to poor
employee motivation:

2. Working Environment

A few questions to ask yourself

- Do you have difficulty hanging on to staff?
- Do you have employees that complain a lot about their co-workers?
- Do you have employees whose attitude negatively affects their work?

Where Problems Arise:

- Workplace health and safety
- Difficult or demanding jobs
- Where most of the problems, that extend universally across sectors, emerge are when it comes to the workplace conflict and culture.
 - Poor morale
 - Harassment
 - Interpersonal conflicts
 - Apathy
 - Complacency



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38% of workers want to leave their jobs due to a toxic work culture and **58%** have left or will leave jobs because of negative office politics.

- Randstad

<https://rlc.randstadusa.com/press-room/press-releases/your-best-employees-are-leaving-but-is-it-personal-or-practical>

81% of people who leave their jobs cite dissatisfaction with the work environment as the major reason they started looking for a new job.

- Addison Group

https://addisongroup.com/insights/insight/what-makes-employees-head-for-the-hills/?preview=true&_thumbnail_id=31487

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3 Factors that contribute to poor
employee motivation:

3. Reputation

A few questions to ask yourself

- Do you have a hard time filling job vacancies?
- Do you think your current employees are helpful promoters for your business to potential employees?
- Do you ever have a problem with former employees complaining about your business?

Reputation

- Perception of your business in the community
- Issues arise from the perception that you have a history of:
 - Treating employees like property or the enemy
 - Replacing rather than investing in staff
 - Thinking of employees of an expense rather than an asset



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75% of people would not
take a job with a company
that had a bad reputation,
even if they were
unemployed.

- Corporate Responsibility Magazine

<https://www2.staffingindustry.com/site/Editorial/Daily-News/Bad-Reputation-75-Would-Refuse-Job-Offers-23086>

86% of potential employees would not apply or continue to work for a company that has a bad reputation with former employees or the public.

- Randstad

<https://rlc.randstadusa.com/press-room/press-releases/your-best-employees-are-leaving-but-is-it-personal-or-practical>

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The Reality

Job dissatisfaction

VS

Job neutrality

VS

Job satisfaction

How do we create job
satisfaction?

Employee Engagement can be
the key to renewing your
employee's motivation!

Employee Engagement

- Efforts that employers make to ensure that employees are enthusiastic and motivated in their jobs.
- As traditional strategies becomes less effective, there is shift toward new approaches.

A disengaged employee costs an organization approximately **\$3,400** for every **\$10,000** in annual salary.

- McLean & Company

<https://hr.mcleanco.com/research/ss/implement-an-action-plan-for-employee-engagement-initiatives>

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Engaged employees are **5X** less likely than non-engaged employees to have a safety incident and **7X** less likely to have an incident that forces a slowdown in productivity.

- The Society for Human Resource Management

<https://www.shrm.org/about/foundation/research/Documents/1006EmployeeEngagementOnlineReport.pdf>

Organizations with high
employee engagement
outperform those with low
employee engagement by
202%.

- Gallup

https://www.gallup.com/workplace/238079/state-global-workplace-2017.aspx?g_source=EMPLOYEE_ENGAGEMENT&g_medium=topic&g_campaign=tiles

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Companies with engaged
employees see **233%**
greater customer loyalty
and a **26%** greater annual
increase in revenue.

- Aberdeen

<https://www.verint.com/Assets/resources/resource-types/white-papers/aberdeen-employee-engagement-paving-the-way-to-happy-customers.pdf>

Highly engaged workplaces
saw **41%** lower
absenteeism, **17%** increase
in productivity, and **59%**
less turnover.

- Gallup

<https://www.gallup.com/workplace/236366/right-culture-not-employee-satisfaction.aspx>

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The Takeaway

Consumer Market

- Operates on Supply and Demand
- Expects A Good Value
- Requires Fairness
- Is Greatly Impacted by Word of Mouth

Labour Market

- Operates on Supply and Demand
- Expects A Good Value
- Requires Fairness
- Is Greatly Impacted by Word of Mouth

Roman 3 Operations

- We are currently working with the CBDCs to offer businesses training on **Employee Engagement** and **Employee Motivation**.
- For more information:
[http://www.operations.roman3.ca/workforce-influences/
wcmilne@roman3.ca](http://www.operations.roman3.ca/workforce-influences/wcmilne@roman3.ca)