

MOTIVATION IS A TOOL OF MANAGEMENT

There are a lot of definitions of the term ‘management’, but one of them is as follows: ‘Management is nothing more than motivating other people’. And we ask ourselves, what is motivation and why is it has such an importance? Let’s see into it.

Motivation is one of the key factors driving us towards achieving something. Without motivation, we will do nothing. Therefore, motivation is may be the first aspect when it comes to corporate management. Highly-motivated individuals and staff have a willingness to get the job done efficiently and effectively, resulting in higher productivity, increased revenue, cost savings and satisfied employees and business owners. Employees and staff with low motivation tend to work slower, without regard for productivity or efficiency, and end up costing the business money. Low motivation can be caused by a lack of direction or purpose, and can sometimes be reversed by the introduction of goals.

Firstly, as a company owner, it’s not necessarily going to be the case that all of your workers are going to be as motivated as you are. That’s only natural. You have far more to gain (and to lose) by owning the company. However, if there is little or no employee motivation, you can never hope to achieve the desired results for your company.

Whilst there will be some workers who are naturally motivated, there will be others who require some kind of stimulus if you’re ever going to get them to be as productive as you want them to be. Remember the old adage – ‘you can lead a horse to water, but you can’t make it drink’.

In today’s business world with rapid changes happening all around, it has become even more important for managers to motivate their staff and help their staff in optimizing their performance. Besides, research and observation proves that motivated employees are more creative and productive in the work place.

The methods of motivating employees today are as numerous and different as the companies operating in the global business environment. The best employee motivation efforts focus on what employees deem to be important. It may be that employees within the same department of the same organization will have different motivators. Many organizations today find that flexibility in job design and reward has resulted in employees’ increased longevity with the company, increased productivity, and better morale.

There are many ways to motivate employees. Managers who want to encourage productivity should work to ensure that employees:

- Feel that the work they do has meaning or importance.
- Believe that good work is rewarded.
- Believe that they are treated fairly.

All of these tasks fall under one or more motivational theories, which have been developed for years. The most popular among them are the following: Maslow's hierarchy of needs theory, Vroom's expectancy theory, equity theory, theory X and theory Y, Hawthorne effect, which was developed by Elton Mayo, Alderfer's theory and so on.

Many motivation's theories were suggested though its existence. So we think that we could do nothing but take the best of them and use it where it will do the most good. And from our side we should combine all the theories with intuitive ability, common sense and experience.

Businesses with unmotivated employees often face low productivity and high turnover rates. Multiple theories help explain how workers are motivated and provide suggestions for how to increase motivation in the workplace. Understanding which theory best fits your employees may help improve your small business by increasing employee retention rates and improving worker productivity. Therefore, we can say that motivation is a psychological phenomenon which means needs and wants of the individuals have to be tackled by framing an incentive plan.

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SUSTAINABLE EVENT MANAGEMENT FOR A BETTER WORLD

Event Management when compared to other traditional professions such as medicine, law and accounting is relatively a young field. It is an area that is growing rapidly and now represents hundreds of professionals who are responsible for planning, coordinating and evaluating a wide range of events all year round.

Organizing events are highly resource intensive, and can have negative environmental consequences such as waste of water, energy and materials. Therefore, greening any event is critically important to ensure sustainability development in event management by making responsible decisions during planning, organization and implementation of an event.

Since first 'green Olympic Games' in Norway, green event management has gained popularity and is applied to many spheres of life.