

# Boosting Employee Morale during an Economic Downturn

# Driving Down Morale

- Layoffs
- Employee issues
- Business Challenges
- Merger or Acquisition
- Budget Cuts
- Business going through recall
- Business going through lawsuit or Gov't investigation

# 16 Ways to Boost Employee Morale

1. Start with yourself
2. Help employees wake up
3. Recognize birthdays and personal accomplishments
4. Treat employees with respect
5. Establish an employee-recognition program
6. Add a personal touch
7. Treat them to lunch
8. Check in with staff members

# 16 Ways cont.

9. Back them up
10. Keep training them
11. Get to know them
12. Avoid layoffs and cutbacks
13. Throw a party
14. Serve together in a community-service project
15. Offer financial rewards
16. Conduct employee-satisfaction surveys

# Start with Yourself

- Attitude
  - Positive/Negative
- Tone
  - How you say things
- Integrity
  - Do what you say
- Trust

# Help employees wake up

- Have coffee, hot chocolate, Coke or other beverage on hand
- Shake things up in the office
- Do something different in your office

# Recognize birthdays & personal accomplishments

- Birthdays
- Completing a Degree, Program or Certification
- Completing a marathon
- New child or grandchildren
- Marriage or marriage of children

# Treat employees with respect

- Don't treat employees as expendable
- Don't lose temper, swear or ignore staff
- Show courtesy and respect
- Say "Thank You"
- Show appreciation

# Establish an employee-recognition program

- Show appreciation for employee's work
- Employee of the month
- Wall of fame

# Add a personal touch

- Handwritten note
- Flowers
- Gift Certificate
- Give personal attention
- Decorate office, office or desk

# Treat employees to lunch

- Order Pizza
- Take employees out
- Socialize outside of work
- Have a pot-luck

# Check in with employees

- Have regular meetings with employees
  - One on One
  - In Groups
- Get feedback
  - Policies
  - You as a manager
- Open Door policy

# Back the employee up

- Trust
- Support employee
- “Customer is always right”
- Protect employee

# Keep training employee

- Stay up to date on new changes in the industry
- Send to conferences
- Invest in your employees

# Get to know your employees

- Personal life
- Hobbies & Interests
- Family

# Avoid layoffs & cutbacks

- Budget cuts
- Business not as successful
- Not always possible
  - Survivor guilt

# Throw a party

- Socialize outside of work
- Celebrate company milestones
- Have “Theme Days”
- Recognize accomplishments
- Holiday parties

# Community Service-Project

- Adopt a Highway
- Clean a local park
- Habitat for Humanity
- Boys/Girls Club
- Food drive for local food bank
- Quilt drive for local shelter
- Etc...

# Offer Financial Rewards

- Performance Bonuses
- Employee Referral program

# Conduct employee-satisfaction surveys

- Helps determine what is making employees unhappy
- Allows employees to give input on how to make things better
- Helps employees feel like they are part of the organization

# Conclusion

- Increase Employee Communication
- Keep Employees Involved
- Give Recognition, Appreciation and Praise
- Know your employees
- Cultivate Trust
- Develop Employees
- Have Fun