

## EFFECTIVE METHODS OF STAFF MOTIVATION (ЕФЕКТИВНІ МЕТОДИ МОТИВАЦІЇ ПЕРСОНАЛУ)

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*Мотивація персоналу є необхідною умовою існування та розвитку сучасної організації. Система мотивації вдосконалюється з кожним роком, з'являються нові, нестандартні способи підвищення ефективності робочої сили.*

Staff motivation is a prerequisite for the existence and development of a modern organization. The system of motivation is improving each year, there are new and non-standard ways to increase the workforce efficiency.

Methods of material incentives should be beneficial for both companies and employees. Getting a money reward, the employee realizes his labour value in the organization, that directly influences on his self-esteem, social status, and, consequently, his job performance becomes more effective. Money rewards can be bonuses, a raise in the salary, or an exceptional paid vacation.

Material incentives can contribute not only to the improvement of the staff efficiency, but also its lowering. Often this method decreases performance, because the officer is too worried about saving his highly-paid job, in some cases, harmfully to the company. Also there can be some lowering in the job performance because the employee got used to regular money rewards.

The most effective method of improving workplace productivity is paying extra money to encourage a healthy lifestyle of employees. These payments can be money rewards paid to the employees who were not on sick leave and those, who do sports.

Modernization of corporate culture will increase the quality of the employees' work in achieving the general goals of the company. The management has more privileges than the staff in creating a favourable organizational climate promoting internal integration.

At the present stage of the management system development «team-building» is a novelty in nonmaterial stimulation. Team-building develops a sense of belonging to a common cause.

To sum up, the analysis of stimulation and motivation methods allows to improve workforce efficiency. It is necessary to take into account the fact that staff motivation is a prerequisite for the existence and development of a modern company.