

MOTIVATION AS A FACTOR INCREASED PRODUCTIVITY

Motivation of staff is one of the few factors increasing productivity in the enterprise. Nowadays, motivation of staff takes a landmark in the organization of the enterprise than ever before. This is primarily due to the fact that modern leaders began to realize that the main key to success in business is personnel focused on results. Without exaggeration, motivation can be called a major driver of human activity.

In scientific studies of foreign and domestic scientists investigated some theoretical and practical aspects of the efficient use of labor potential, quality of staff motivation and increase employment. However, the impact of motivational processes productivity remains unexplored [1].

To prevent loss of profits in the company, the manager must achieve ultimate work of their subordinates. To effectively manage such resources as people head should be allocated specific parameters of that assigned personnel, replacing those that can affect the psychological state performers, thereby justifying or explaining them. Perfectly designed work should create internal motivation, sense of personal contribution of manufactured products.

Today distinguish the following types of personnel motivation:

- financial motivation;
- immaterial motivation.

Financial motivation. The leading role in financial motivation work belongs wages as the main form of income employees. Especially relevant is the issue of financial motivation for countries with economies in transition, which include Ukraine.

This is due at least two reasons: low income and the need for the establishment of new content forms and methods of financial stimulation of employment in the economy [2].

The structure of financial motivation system include: salaries, salary, bonus, interest, compensation, vacation and other forms of payment, usually in cash.

The impact of high wages for staff motivation and efficiency of production is multifaceted. First, higher wages reduces turnover, and provides a more stable workforce. Second, the policy of high wages makes it possible to select the job market most prepared, experienced, enterprising employees. The main advantage here is also a savings in training and retraining newly hired [3].

To the non-financial incentives include - teaching, praise, certificates, contests, personalized gifts, various competitions and more. Non-financial incentives consisting of a whole range of issues - from employee motivation and evaluation of his work colleagues, and ending the internal climate of the company, the ability to express themselves in various aspects of the company, the opportunity to learn something that is very useful for staff.

Methods of non-financial incentives can be applied to a particular employee or implemented unaddressed. The latter include conducting joint corporate events, as well as providing various benefits - the so-called social package.

To date, the benefits package is one of the most effective ways to motivate employees: for example, the organization of free meals, medical insurance, payment of transport and mobile preferential or free tours to the resort for health, and the opportunity to improve their skills or be trained by the company [5].

The main tasks of motivation:

- forming each collaborator understanding of the nature and importance of motivation;

* Supervisor – Zaika S., PhD, senior lecturer

- training organization psychological basis of internal organizational communication;
- formation of leaders of democratic approaches to personnel management using modern methods of motivation.

Problems associated with motivation, hard to define and even harder to analyze. According to one view, the motivation includes

- 1) direction of individual behavior;
- 2) as individual effort after he chose this area;
- 3) stability of this behavior, ie how long an individual will act in a certain direction [3-4].

Another view is that the analysis of motivation should be focused on the factors that drive and stimulate the activity of the individual [6].

A well-planned system of motivation can significantly improve staff efficiency, increase sales, improve production process and customer service without a large material costs of the company. Because when a worker performs his duties with full dedication and his goals include self-development of the company in general, then efficiency increases by several times and vice versa, decreases in the lack of motivation or lack of general.

Effective management of industrial and economic activities of enterprises depends largely on the use of incentive measures established skillfully, but they should be improved based on the results of monitoring and motivation to attach to the kind of work mentality of Ukrainian economic situation in the country.

Summing up the above, we can conclude that motivation is essential for the success of the enterprise, and to ensure the improvement of the motivation of employees necessary to skillfully combine both financial and non financial incentives, namely:

- develop a perfect system of awarding work;
- involve developing a system of awarding employees;
- personally communicate with employees and assist them in solving certain problems;
- thanks to announce the general meeting of the enterprise;
- create certain conditions for getting a job promotion (benefits package, insurance, health care, etc).

Literature.

1. [] / , 2010 - 256 .
2. [] / . , 2012 - 248 .
3. // , 2016 - . 177. - . 176-186
4. [] / . , 2011. - 397 .
5. [] / . , 2003 - 296 .
6. // « - 2016 - . 10 - . 36-47.

