

# Methods of non-material motivation to stimulate and inspire staff

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## Abstract

One of the key tasks of personnel management is the motivation for work. In psychology, motive is what activates, supports, and directs behavior. By motivating employees correctly, you increase their work capacity, which means that you have the opportunity to influence the results of work. The goals of non-material motivation of personnel are identical to those set by the company's management when introducing a material incentive system. First - improving the efficiency of employees and the whole company. Due to the regular holding of joint corporate events, trainings, meetings, each employee feels their belonging to a common cause, which is very good for the overall atmosphere in the team.

*Keywords:* management, staff, motivation, intangible motivation

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## 1 Introduction

An employee who works solely for the sake of remuneration and absolutely does not accept praise and intangible encouragement signs probably does not exist at all. According to Abraham Maslow's theory, everyone needs to fulfill creative needs, respect and recognition of merit. It is on these needs that the intangible staff incentive system and the means of motivation are built. Depending on the situation, corporate culture, financial capabilities of the company, leadership style, different types of intangible employee incentives can be considered [1].

In general, the following types of intangible staff motivation are distinguished:

1. Social motivation. As well as health insurance, training and self-development opportunities, the designation of career prospects. The realization of social motivation implies an increase in the employee's sense of self-importance through involvement in decision-making, participation in the management of the team, delegation of important powers.
2. Psychological motivation. Based on the needs of each person in communication. It is necessary to motivate the intangible method of psychological motivation first. Work on creating a favorable environment in the team is built taking into account the interests of all employees. Also in this type of motivation the example and authority of the manager, regular holding of corporate events, play an important role.
3. Moral motivation. The need for respect from the staff and management of the company is affected. The most effective tool is the recognition of merit, for which you can use oral public praise, plaque, honors and certificates.
4. Organizational motivation. It shows in the care of the employee, the organization of his workplace, eating and rest during breaks in work. This motivational

program is usually realized through the purchase of new office equipment for employees' workplaces, the opening of a cafeteria, the arrangement of gyms, recreation rooms.

Intangible motivation is the motivation of a person to fulfill the set tasks qualitatively, fulfilling which the employee achieves and his own goals. For example: to gain self-confidence, to become a professional, to recognize the importance of colleagues, to share knowledge and experience, career. This attentive attitude to the employee's personality and his work, confidence and belief in his ability [3].

Support and understanding when an employee makes mistakes. This behavior and attitude of the manager towards the employees is called inspirational management. Remember the mood you were in when you were involved in successful projects, when you were winning or creating something special. Most likely, you were in a state of inspiration and emotional lift. Tasks and atmosphere can motivate an employee or vice versa reduce the effectiveness of his work.

## 2 Overview

This work discusses the advantages, disadvantages and conclusions on the following issues:

- Determination of intangible motivation method and analysis of existing species
- Consider the effectiveness of this method
- Mistakes of the manager when not using methods of staff motivation
- Analysis of intangible motivation on the example of transnational companies.

## 3 Decision

Effective personnel management through emotional intelligence allows managers to discover for themselves that using special knowledge and methods; they themselves can

inspire staff and create a positive atmosphere in their team. For example, Google, Apple, Facebook, Microsoft and other IT giants were among the first to create comfortable working conditions for employees. Their offices are like Disneyland for adults. Cozy lounges, free cafes, game areas, gyms, shops in the office satisfy the needs of employees. Adopting the experience of transnational companies, managers can begin to apply non-material motivation methods with the following steps: update the office environment, add bright colours, change outdated furniture and equipment, improve living conditions, for example, organize a recreation area, lunch delivery on certain days,

and review the current social package.

#### **4 Conclusion**

The emotional rise of subordinates is the best motivation for high-quality results. In modern conditions, when it is often necessary to save and reduce costs, therefore it is possible and necessary to motivate non-financially, this increases loyalty, strengthens team spirit, with a systematic approach, these methods yield results – work capacity is increased, there is a desire to achieve goals and goals, employees enjoy labor.

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