

How To Keep Employees Motivated & Connected To Your Business's Mission

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Jan 30, 2024, 07:15am EST

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Employee [retention](#) and [productivity](#) are two of the biggest issues businesses face as they approach 2024, and both can be addressed by improving one employee characteristic: motivation. According to [recent stats](#), motivated employees are 87% less likely to resign and 17% more productive at work.

Keeping employees motivated, however, is easier said than done. Many issues in the workplace—including workload, recognition, compensation, and culture—can negatively impact motivation if not properly managed. In addition, employee motivation can be affected by personal issues, such as health, financial, or relational concerns.

Still, there are several steps business leaders can take to keep employees motivated. The following are a few that deserve consideration.

Create a clear and compelling mission.

A business's mission and employee motivation go hand in hand. Consequently, if the business's purpose and overall goals are not clearly defined in a mission statement, its leaders will be missing a key piece of the motivation puzzle.

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The mission is critical because of its connection to a business's (and therefore, its employees') purpose. While some employees will show up day after day and give their best work for a paycheck, most would rather invest their time, talent, and energy in something purposeful.

Businesses that connect their employees' work to an inspiring purpose can create an emotional connection between worker input and company output. When employees know productivity

has an impact that goes beyond the company's bottom line, they are more likely to consistently put their heart into their work.

Once the mission is established, it must be communicated clearly. Many companies wisely invest a significant amount of time and effort into crafting an impactful mission statement and an effective strategy for promoting it.

Consider these mission statements, which illustrate a powerful blend of clarity and purpose:

- Tesla: "To accelerate the world's transition to sustainable energy."
- Microsoft: "To empower every person and every organization on the planet to achieve more."
- Starbucks: "To inspire and nurture the human spirit—one person, one cup, and one neighborhood at a time."
- American Red Cross: "To prevent and alleviate human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors."

Once a mission statement is crafted, it should be ever-present to employees—shared whenever teams gather and woven into as many employee initiatives as possible. Leaders must never stop sharing it if they want to see it have an impact.

Build a mission-driven culture.

Fostering a culture of meaning and purpose is another step leaders can take to foster employee motivation. The business's mission becomes more meaningful when it is encouraged by all team members, rather than just leaders. If a company's culture is built around its mission—with goals, accountability, recognition, and milestones all anchored to that mission—it can be a powerful tool for increasing motivation.

A mission-focused culture also motivates employees by boosting alignment. It focuses employees on a unifying goal, encouraging them to rally behind it in a coordinated and supportive way.

Alignment also inspires higher levels of teamwork by making expectations clear and tying effort to company-wide goals in a way that supports healthy accountability.

Provide ongoing feedback and recognition.

Leaders can also improve motivation by ensuring employees know their efforts are making a difference. This is achieved by facilitating ongoing feedback and recognition.

Regular performance feedback keeps employees focused on the mission, the roles they play in accomplishing it, and how effective they are in those roles. When performance is flagging, feedback can motivate employees with incremental steps that are practical, measurable, and achievable to realign them with the mission.

For employees who are excelling, recognition can tap into emotional drivers, creating feelings of joy and excitement that further motivate performance. Recognition also provides positive reinforcement that builds morale and encourages employees to take pride in their work.

Businesses can experience optimal impact from recognition programs when they are strategically aligned with their mission. For example, a company whose mission heavily values teamwork can provide awards for exceptional effort in that area, rather than recognizing generic business goals such as profitability or consistency.

Nurture personal as well as professional goals.

Every investment in your employees' growth—both personal and professional—is an investment in your company's success. A

recent study found that [30%](#) of employees place a high value on having learning and personal growth opportunities at work. Among Millennials, however, [87%](#) consider development an important part of the workplace culture.

Businesses looking to boost employee motivation should ensure they support personal growth, and involving employees in regular goal-setting activities is one way to do that. Giving employees opportunities to express the professional skills and knowledge they want to obtain and supporting them in those goals—even when they are not directly job-related—drives higher levels of loyalty, ambition, and motivation.

Maintaining high levels of employee motivation is a challenge all business leaders face, but the good news is there are a number of steps that can be taken to influence it. By establishing a strong mission, communicating it clearly, and empowering employees to align their efforts with it, business leaders create a purpose-driven culture in which employees feel motivated to excel.

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