



Institute of Certified Professional Managers

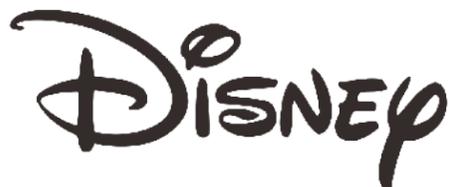
5 COMPANIES WHO MOTIVATE EMPLOYEES



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Managing employees in 2016 comes with many unique challenges. One of the most **difficult challenges** is keeping employees **motivated**.

This ebook provides examples of how several leading companies motivate their employees. From the technology giant Google to the legendary ice cream company Ben & Jerry's, the book sheds light on management practices that can easily be implemented in today's workplace.

Remember, motivated employees are productive employees!

Google



GOOGLE MOTIVATES

When it comes to motivating employees, people point to Google as a top contender. With passionate employees who excel in creating robust, forward-thinking technology, Google continues to push the envelope in everything it does. How does Google motivate employees so effectively?



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UNCOMMON BENEFITS

Like most companies today, Google offers a comprehensive benefits package. However, Google goes beyond most companies by offering unique, time-saving benefits that include a free workout facility, on-site doctors, free lunches and dinners, and an on-site car wash. What unique benefits could your organization provide to employees?

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OPEN CULTURE

If you work for a small business that does not have the resources to provide unique benefits, fear not! Google did not rise to the top solely from its benefits. Additionally, it created an open culture to promote innovation. For example, every Friday, a Q & A session called TGIF is hosted by Google's co-founders to promote transparency. During these sessions, employees debate topics that range from what should be served for lunch on Fridays to the status of an upcoming project. This practice provides employees with both a voice and a sense of inclusion within the company.

GOOGLE MOTIVATES

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DISNEY MOTIVATES

Disney has come a long way since it was founded in 1923. Walt Disney's influence has inspired the company to create magical moments for millions of guests. So, what type of magic does Disney have up its sleeves when it comes to motivating employees?



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GROWTH & CAREER PLANNING

Disney provides employees with the opportunity to grow within the company. By providing special workshops, management development programs, and classes at Disney University, they invest in their employees' futures. When an employee feels they have career potential with an organization, they are more likely to work harder and retain employment longer. Providing professional development and growth opportunities can be adopted across all industries—big and small.



SHOWCASE EMPLOYEE SUCCESS

Disney builds employee confidence and motivation by sharing success stories every chance they can get. From executives to park mascots, Disney showcases employee achievements across a variety of outlets that include internal newsletters, recognition ceremonies, social media, and more. This practice creates special moments for employees, which increases their productivity and motivates co-workers to work harder as well.



SALESFORCE MOTIVATES

Founded in 1999, Salesforce has become the #1 solution in cloud-based customer relationship management. They have also developed a workplace culture that job seekers desire. What does Salesforce do that causes it to rank high for employability?



GIVING BACK

1% of an 8-hour workday is equal to 5 minutes. Over the course of a year, that amounts to 20 hours. Salesforce advocates the world would be a better place if we all gave just 1% back, so it donates 1% of its time, products, and financial resources to those in need. Employees get six days of paid time-off to volunteer and give back to a cause they care about. Salesforce also matches employee gifts to nonprofit organizations up to \$5,000 each year. Whereas employees desire to be part of something greater than themselves, Salesforce understands this. By making the world a better place and providing employees with the opportunity to make a difference, motivation remains high.

SALESFORCE MOTIVATES

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COMMON VALUES

Organizational values and communication are important aspects of any business. When CEO Marc Benioff founded Salesforce, he focused on these two aspects by developing a model called V2MOM. It stands for vision, values, methods, obstacles, and measures. According to Benioff, this model has been a critical backbone for a rapidly growing company like Salesforce. By keeping employees constantly informed and aligned with common values, they become a unit working to achieve the same goal. This practice increases accountability among team members and boosts motivation.

SALESFORCE MOTIVATES

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SOUTHWEST MOTIVATES

Southwest Airlines has been operating for 43 years and prides itself on delivering award-winning customer service. By developing a solid vision and purpose, Southwest has achieved 40 consecutive years of profitability. How does Southwest motivate its employees?



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EMPLOYEE REWARDS

Southwest Airlines employs a rewards program known as "Kick Tails" where passengers receive coupons to award to any employee they believe warrants recognition. Employees can redeem the coupons for prizes that include gift cards, airline tickets, travel gear, and more. This unique program encourages employees to perform at a high level all the time. What special rewards could your organization implement?

BEN & JERRY'S MOTIVATES

In 1978, Ben & Jerry opened their first ice cream shop inside a renovated gas station in Burlington, Vermont. Since that time, they have become synonymous with the word ice cream and continue to innovate with a wide variety of unique, natural flavors. How does Ben & Jerry's create a motivated workforce ripe with new ideas?



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SOCIALLY RESPONSIBLE

One way is by being a socially responsible company. From the beginning, Ben and Jerry incorporated into their business a strong sense of social responsibility—to their employees, the community, and the world at large. Social concerns are addressed by its products, such as the Peace Pop, which contributes 1% of profits to peace efforts and Rainforest Crunch, which funnels money back into the preservation of rainforests. Ben & Jerry's empowers employees to feel good about the company they work for, a company that values people, the community, and the world. When employees feel good about what they do and its impact, motivation levels soar!

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