

Motivation Matters



Happy staff are productive staff, so motivation is important for all businesses. However, keeping staff happy is not always easy, and can depend upon what is demotivating them in the first place.

You've been asked to provide some advice to three businesses who are having some issues keeping their staff motivated. Each of the three businesses has explained what the main problem is but would value your opinion on the best way to solve it.


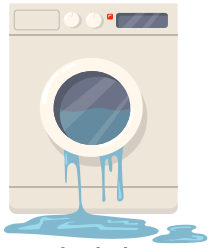
Use the information provided to explain to each business what you think would be the **most appropriate** way for them to improve the motivation of their staff. There may be more than one suitable way, so you should explain your reasons!

Once you've done that, compare your answers with someone else and see whether you agree with each other.


Business 1 - Harry Bow Sweets

The Problem	<p>Harry Bow runs a small sweet factory. He employs a number of staff to work on the production lines, and to pack boxes of sweets ready to be loaded onto delivery lorries.</p>   <p>However, the staff who work on these production lines complain that the work is boring, and that they don't enjoy their job.</p> <p>As a result, staff leave on a regular basis, and Harry then has to go through the process of recruiting and training new staff.</p>
Recommendation	

Business 2 - Warren Tee Insurance

The Problem	<p>Warren Tee runs a business that sells additional insurance cover for new electrical items bought at well-known electrical retailers.</p> <p>If customers appliances go wrong the insurance sold by Warren Tee means that they can claim free repairs and replacements in certain circumstances.</p>  <p>To claim, customers need to phone Warren Tee’s customer helpline. However, the staff who work on the helpline complain that dealing with unhappy, and sometimes abusive, customers all day is very demoralising.</p> 
Recommendation	

Business 3 - Jim Balaya’s Urban Brunch

The Problem	<p>Jim Balaya runs “Urban Brunch”, a popular city centre restaurant. Open daily, the restaurant opens at 11am and closes at 11pm, serving a lunch menu until 2pm and then a full dinner menu until close.</p> <p>The restaurant is very popular with customers, and is often booked up weeks in advance, and Jim is considering opening more restaurants in surrounding towns and cities. However, many of the staff complain about the long and unsociable hours, and the fact that the pay is low with most staff earning minimum wage.</p> 
Recommendation	