

NON-FINANCIAL MOTIVATION OF INDUSTRIAL LINE WORKERS

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Inhabitants of industrial cities suffer from many factors that reduce their efficiency. Most of them are related to the fact that their employers do not pay due attention to this issue and try to focus only on increasing the financial support of workers. Therefore, managers must develop approaches and methods to improve the motivation of employees through non-financial rewards like team building, leadership capabilities, badges, relationships, and associative points.

First of all, holidays and team-building exercises promote the motivation of employees better than salaries. Most studies show that colleagues who have the opportunity to cooperate not only on work issues have more desire to return to work and show an interest in development within the organization (Yousaf 2014, pp. 1785-1786). Therefore, managers should encourage such factors as local celebrations in working teams that can be a small part of their working days. Such an approach will allow them to unite and feel less fatigue due to their motivation and desire to make innovations in the processes of the group.

In addition, many employees of large organizations may need encouragement through opportunities to master leadership positions. The lack of space and time for self-expression is an acute problem for the modern industrial community. Many people change jobs only because the same tasks tire them. In this way, managers can promote loyal employees to leadership positions within the projects they are working on. This approach does not force them to increase wages, but it allows to improve their relationships with the most qualified subordinates.

Employees need to know that their work is vital in order to be motivated. Most workers in industrial companies suffer from a lack of feedback from their leaders; therefore, they understand right and wrong directions only on the basis of their salary and premium (Fullerton & Wempe 2009, p. 2014). Managers can introduce a system of incentives. For instance, badges to encourage employees to perform their routine tasks. Such a technique can be useful in pointing

out mistakes and informing subordinates about insufficient attention. Nonetheless, its main advantage is the ability to increase the motivation of employees through encouragement, which can be considered by colleagues.

Moreover, it is necessary to establish a close relationship between leaders and employees in order to manage their motivation. People who are passionate about their work can sacrifice their personal lives or values in order to perform a collective project in a quality and timely manner. Managers should be aware of such cases and be interested in the specifics of their subordinates' lives. Their interest and attention to the problems of employees can be a crucial stage in the restoration of working behavior among employees who have lost motivation.

Lastly, managers should make the success of the company or an organization a joy for employees. The prosperous completion of the quarter period or an increased amount of profit can be a reason for a joint trip or an additional corporate party that employees can use as a team-building exercise. Creating a direct association between achieving the goal and reward can affect the subconscious of workers. Thus, they will be more motivated due to the idea of an upcoming pleasant pastime.

In this way, managers consider the problem of motivating employees wrongly when they focus only on the financial side of the issue. The majority of workers have poor performances due to lack of attention to their individuality. In this regard, leaders should take notice of the non-financial motivation of employees and develop the team from this point of view.

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