How to Motivate Employees to Share & Contribute

Key Takeaway:

Communication is the key to keeping employees motivated and productive in a season of enormous distraction.*

It’s more than what you say: it’s also heavily influenced by interactivity, medium and alignment to your mission, vision and values.

Interactivity - Pose questions, give everyone a voice and actively listen
- Personal, “how you doing?” check ins
- Roundtable “what do you think?”
- “Ask (your name) Anything” email chain
- Quick polls & surveys
- Breakout groups

Mix up Media – Make it interesting for them. Keep challenging yourself to change and simplify
- Personal video embedded in an email
- Stand up meetings, even if by phone or video
- Chat or forum technology (e.g., Slack)
- Message chains or relays
- Mail, ship or drop off

Alignment – State and restate. Connect all important messages to your mission, and/or vision and values
- “our core value of [x], underpinned this decision”
- “remember what this will look like next year”
- “this is important work; it ties to our . . .”
- “these extra steps will keep us true to our mission”
- “that story emphasizes our company’s . . .”

*sloanreview.mit.edu, 2020