

Bosses off target on worker needs

Workers don't want a pay rise, they just want their boss to recognise their hard work, an employment expert claimed.

International employment consultant Michelle Comeau told gambling industry conference yesterday that 20 years of research had found money ranked as only the third most important thing people wanted from their jobs.

But bosses always assume their workers are only interested in the money. This mistaken assumption not only affects the workers but can also be bad news for bosses with their company losing millions. Ms Comeau said productivity levels plunged in companies with a "big stick" attitude to their workers.

But when they tried something new and workers were made to feel worthwhile, profits could soar without having to up wages.

"employers think people just want money, employees want to be valued," Ms Comeau said.

Her years of research in the course of consulting for some of the world's biggest employers have revealed feeling good is more important than anything.

Versions of her survey are now commonly used by other experts around the world where the same pattern of results can be found.

Employees in almost any industry rate displays of appreciation for good work as the single biggest motivation they have.

Workers who felt valued and appreciated worked harder, achieved more and ultimately ended up better paid.

"Ordinary, basic things that make people feel good about themselves rate much higher in what workers want from their jobs" Ms Comeau said.

Next to being appreciated workers want interesting work, but bosses also underestimated how important this was to their employees, assuming job security, good conditions and promotions would be more important.

10 Things most want from their jobs were:

1. Appreciation for good work
2. Interesting work
3. Wages

4. Promotion and growth
5. Job security
6. To feel they are in on things
7. Good conditions
8. Loyalty from their bosses
9. Sympathetic help with problems
10. Sympathetic discipline

BUT employers believed the most important things were ranked:-

1. Wages
2. Job security
3. Good conditions
4. Promotion and growth
5. Appreciation of good work
6. Interesting work
7. Loyalty to employees
8. Make workers feel in on things
9. Sympathetic discipline
10. Sympathetic help with problems

The Daily Telegraph. By Kim Sweetman.