



HYGIENIC MOTIVATORS

What are they, and why are they crucial for team retention?

HYGIENIC MOTIVATORS

Hygienic motivation comes from psychologist Frederick Herzberg's Two-Factor Theory (TFT).

TFT states employees are motivated by two factors: Hygienic and Intrinsic.

Hygienic

Factors that are considered standard elements of a job.

- Job security
- Salary
- Fringe benefits
- Work conditions
- Good pay
- Paid insurance
- Vacation policies

All fall into this bucket.

Intrinsic

Factors related to a person's intrinsic motivations.

- Challenging work
- Achievement recognition
- Responsibility
- Opportunity to do something meaningful
- Involvement in decision-making
- A sense of importance to an organization
- Life goals
- Personal growth

Giving employee appreciation is a great way of celebrating achievement.

The Importance of Satisfying Hygienic Motivators

As employers, if we don't satisfy our employees, they will have a perpetual retention issue.

It was clear that the company who hired me didn't care for their employees' hygienic motivators.



THE EMPLOYEES FELT THEIR PAY NEEDED TO BE MORE FAIR



THEY DIDN'T FEEL THEIR TIME OFF WAS FAIR



THEY DIDN'T FEEL THEIR WORK STRESS LEVEL WAS FAIR

These are real problems that management needs to address right away.



4 Steps to Make Sure You Are Satisfying Your Team's

Hygienic Motivators:



1 Review, Categorize, Prioritize

Take individual feedback and review & categorize each request into core ideas.

Divide list into two groups

Tackle within the next three months or at some point in the future.

Don't delete any idea, no matter how crazy.

2 Ask For Feedback Individually

Collect feedback individually.

Avoids the issue of groupthink.

3 Report Back

Share prioritization of feedback with your employees

Be very clear on which actions you plan to tackle in the next three months.

Make it clear no ideas were deleted and will be reviewed quarterly.

4 Review Quarterly

After every three months, take some time to review the "future list"

See if there are any items that you'd like to tackle over the next three months.

Good time to solicit more feedback from your team and follow steps 1-3.

Addressing the hygienic motivators in a workplace is not just a step toward employee satisfaction; it's a foundational necessity for any thriving organization.

- Tom Krieglstein



A SYSTEMATIC APPROACH TO UNDERSTANDING AND ADDRESSING THESE CONCERNS:

- Seeking individual feedback
- Categorizing and prioritizing responses
- Transparently reporting back
- Regularly review progress



THE PATH TO A TRULY MOTIVATED AND SATISFIED WORKFORCE STARTS WITH THE BASICS:

- Fair pay
- Reasonable work conditions
- Genuine respect for the employees' needs



Leaders can prevent the kind of eruption seen in the meeting room.

This is about building a resilient, positive, and productive workplace culture.