

Theme 2- How do companies motivate their staff?

1. Setting the scene:

This is a short, fun exercise to introduce you to the main features of e-skills VIEW. We will give you a tour of the **four companies** that you will be studying and to the main sources of evidence. We will show you how to move about within the VIEWS.

The four companies are:

- **Dover Coastguard Station**-Monitoring the English Channel shipping lanes
- **Eli Lilly**- A research-based pharmaceutical company
- **Ford Motor company**- A vehicle manufacturing plant
- **House of Fraser**- A major high street department store

As you move about look at the **floor plan** so you can get an idea of where you are. You can find these in the **bottom right-hand corner** of the screen. You can also print these off.

Just follow the instructions and answer the quiz questions.

Exercise 1- An introduction to e-skills VIEW.

*From the **main menu** click on the link to **Challenge 1**. Now click the link to go to Dover Coastguard Station **Administration area**. These links allow you to drop into areas of the companies where you will find evidence for your later challenges. You can also get to these areas yourself by following the **floor plan** for each VIEW.*

***Point your mouse** at the stair case in front of you. Note that the mouse cursor changes to an **arrow**. This means you can click to go forwards from here.*

*Click on the stairs to go to the administration area. Find the **“Fire notice”** on the staff notice board. Click on it and then make it bigger by clicking the button at the top of the screen which says **“View images in more detail”**.*

*If you **left click and hold down** the button you can move the image up and down.*

Q1. On discovering fire what three things should a staff member do?

*Click “**Back**” twice to return to the corridor. **Left-click** and **hold down the button**. If you now move your mouse you can rotate the image and look around you. Up on the wall in the corridor are some **Wall emblems**. Have a look at them.*

Q2. What type of animal can be found on two of the emblems?

*Click “**Back**” and rotate until you are facing the entrance to the administration corridor. Move into the corridor. Look at the **photos** on the wall.*

Q3. What is the name of the lightship?

*Return to the corridor. Find the main office and enter. Find Spike. Click on him for an **interview**. You can ask him questions by clicking on the **blue question links** on the left.*

Q4. Does the Coastguard service make a profit?

Q5. Where can you find a copy of the services’ annual report?

*Go back to the office. Find **Mikes computer** and click on it.*

Q6. Apart from e-mail, which program has Mike been using today?

Return to the office, find the exit and move back into the corridor. Find your way back downstairs to the reception and enter the Operations area.

*Click on the “**Find out more**” button. You will find lots of these buttons as you move about. They have further information behind them. They contain interviews, videos and other relevant information.*

*Access the **server room**. Click on the **map** in the right-hand corner. This shows where you are on the **floor plan**. The **yellow triangle** also shows the direction you are facing. Go back to the server room. When you rotate around watch the triangle move.*

*Exit the server room and click “**Return to main menu**”. This button is really useful as it will take you back to the main menu page whenever you want.*

Click on the link to the **lab corridor** at Eli Lilly. **Move east** down the corridor. Rotate round and move into lab 7. Find the **emergency shower**.

Q7. Why is there a shower in this laboratory?

Go back to the lab and exit. **Move east** further down the corridor. Look at the floor plan to see where you are. Locate the offices and move into **office 2**.

Q8. What degree did Anne do at University?

Q9. Name two pieces of IT equipment on Anne's desk.

Go back and exit the office. Click on "**Return to main menu**". Take the link to the **Manor House**.

In front of you is a **sign**. If you point your mouse at it you will find it contains links to different offices in this building. Keep your mouse pointing at the board. If you press the **shift key** on your keyboard you can zoom in and look more closely. You can zoom out using your **CTRL key**.

Click on the **Managing Director** link to go to his offices. In the first office find a photo of Eli Lilly's headquarters.

Q10. In which city in the USA would you find Eli Lilly's headquarters?

Q11. What is the microphone in the office used for?

Click on "**Back**" to return to the lobby area of the Manor House. Click on the "**Lilly in Europe**" magazine. You can flick through the magazine by clicking "**Next**". When you get to the page titled "Demonstrating economics", **zoom in** to the page.

Q12. In what year did Eli Lilly start to market Insulin?

Click on "**Return to main menu**".

Click on **Ford, Building A**. Move into the building.

Q13. How big in area is building A?

Move east. Move east again. Move east one more time. Rotate right and you will see the robots. Click to play a **video** of the robots in action.

Q14. What colour are the robots?

*Rotate and **move west**. **Move west** again. Rotate and **move south**. **Move east**.
Look around this area.*

Q15. What colour are the cages in this area which protect staff from machinery?

Move ahead into building A.

Q16. What colour jacket is the staff member wearing here?

*Click on "**Return to main menu**".*

*Click on the link to the Occupational Therapy Unit. Enter the unit. Rotate and enter **Physiotherapy**. Rotate round to face the exit.*

Q17. How many fire extinguishers can you see in the reception area?

Go back to reception and exit the Occupational Therapy Centre.

Q18. What colour is the truck entering gate 3?

Q19. What is the speed limit for vehicles in this area?

*Click on "**Return to main menu**".*

*Click on **House of Fraser, shop floor**. Rotate round and move to **the west end of the sales floor**.*

Q20. What is the name of House of Fraser's premium clothing "own brand"?

*Go back to the **lifts** and take the lift to the **fifth floor**. Rotate round and enter the House of Fraser offices. Look at the **staff notice board** and click on the **Payslips info** sheet.*

Q21. What is the payday for January's pay?

Move upstairs to the office. After the double doors there is a small reception area.

Q22. In the reception area, what magazine is sitting on the table?

Move further into the offices.

Q23. What is the name of the House of Fraser Replenishment Manager?

*Click on the “**Find out more button**” and meet Gavin.*

Q24. What is Gavin’s role at House of Fraser?

Q25. How many staff report directly to Gavin?

*Click on “**Return to main menu**” to go back and exit e-skills VIEW.*

2. Gathering evidence:

Look at VIEW and think about the different methods that companies use to motivate their staff and keep them happy.

Take the links in the index and remember to look for evidence in all the resources.

Note down any information you can find. You are advised to mark on your floor maps where you find information so that you can return to it later.

Dover Coastguard station

Go to Dover Coastguard station. Enter the administration area. Check out all the offices on this floor and then go down to the Operations area. Make sure you talk to the staff and keep your eyes peeled for information.

- 1. What facilities do the coastguard staff at Dover enjoy?**
- 2. Why do the coastguard staff need facilities on the site?**
- 3. What do the staff here enjoy and dislike about their jobs?**
- 4. Is there the possibility of promotion here?**

Eli Lilly

Now go to Eli Lilly a pharmaceutical research establishment. While going round the site think about what you like about the environment there. Go to the Manor House where Eli Lilly's main offices are found and talk to Stacey outside the building.

- 5. What facilities has Stacey introduced to motivate staff and to keep them happy in their work environment?**
- 6. What other ideas would Stacey like to introduce?**
- 7. Do you think her ideas are likely to motivate staff?**

Move on to the Manor House. You can do this by using your map and finding your way there or by using the shortcut in the index. Click on the sign in the reception area. You can talk to lots of people about their jobs.

- 8. What do the staff in this area like about the company and their place of work?**
- 9. What does the Managing Director believe is the key way to motivate his staff?**

Go to the Link Lobby. You can use the shortcut or find your own way there. This is an area for staff to relax in.

10. Describe the facilities in this area.

11. Why do they have so many facilities on the site?

Go to the labs and have a look around.

12. Do you like the lab area? Would you like to work in this type of environment?

13. What do scientists like about working here? What motivates them?

Finally go to the construction area and talk to the staff there?

14. Do they have different views to the other staff about their job satisfaction?

Ford Motors

Go to Ford Motors. Have a look around the main buildings and then look around the outside area.

15. What facilities does Ford provide on site for their staff?

House of Fraser

Now visit House of Fraser, a major high street department store. Have a look around the shop floor. Talk to the staff and find out what they like about working here.

16. What do you like about the working environment in House of Fraser?

Take the lift to the offices on the fifth floor or use the shortcut in the index.

Look at the notice board in the entrance and then move into the offices. Look around and talk to the staff. Make sure you meet Gavin, the HR manager.

17. What do people in the office area like about working at House of Fraser?

18. Describe the Personal Development Plan. Why might this help motivate staff?

19. What other benefits do the staff at House of Fraser enjoy?

3. Enterprise challenge:

You are a Human Resources consultant who has been sent into four companies to look for good practice in staff motivation methods.

You are now being sent in to another business to advise them on how to keep staff motivated and thus raise productivity.

Produce a PowerPoint presentation to show the ideas you would suggest at the next management meeting, which would improve motivation and productivity of staff in the company?

When preparing your Presentation you should consider these points:

From the people you interviewed in VIEW:

- What makes someone happy at work? Is it flexible working, doing different things, or doing the same thing! Is it helping people, being challenged or learning new things?
- How did the employers contribute to staff motivation and happiness?
- How does being happy and motivated benefit the employee and the employer?
- How does being happy and motivated benefit the customer/client?
- Does being happy and motivated always benefit the employer?

Outcomes

- *Providing a pleasant room for staff to use during breaks*
- *Providing subsidised meals or improving the existing canteen*
- *Giving permanent contracts of employment*
- *An occupational pension scheme*
- *Introducing team working and giving teams more say in how things are done*
- *Advertising job opportunities internally*
- *Introducing a newsletter or regular briefing for all staff*
- *Rewarding staff with perks like company cars, insurance schemes or discounted goods*
- *Training opportunities*
- *Success leading to motivation*
- *Giving staff a voice and listening to concerns*
- *Appraisal process leading to promotion*
- *Social facilities for staff*
- *Flexible working*

Locations in View

methods of motivation	Dover	Tunnel	text- Gym facilities
methods of motivation	Dover	Admin corridor	text- Gym/mess/shower facilities
methods of motivation	Lily	manor house entrance	Stacey interview- Working environment/facilities
methods of motivation	Lily	Managing directors office	Paul interview- Motivation of staff by success
methods of motivation	Lily	link lobby area	facilities for staff
methods of motivation	Lily	Lab corridor	Notice board displaying facilities and training for staff
methods of motivation	Lily	Manor house	Colin interview- click on board
methods of motivation	Lily	Office 3	Sandy interview- Motivation of staff
methods of motivation	Gatwick	Meridian hotel lobby	Jo interview- Perks for staff
methods of motivation	HOF	Timeline for replenishment manager	Job role describes staff motivation
methods of motivation	HOF	Therapy area	Therapy sign time line- Magazine for staff
methods of motivation	HOF	British tailor- 1st floor	Timeline-Induction video- Motivating staff- discounts etc
methods of motivation	Ford	Building B- Right side	Notice board with company club info
methods of motivation	Gatwick	BAA office- List of offices bottom half	HR office- Staff motivation methods
methods of motivation	HOF	Fifth floor- Entrance to offices	Wall display- Staff forum
methods of motivation	HOF	Fifth floor- Offices- upstairs	Info on marketing update for staff
methods of motivation	HOF	Fifth floor- Offices- upstairs	Timeline- Gavin interview- personal development plans
methods of motivation	HOF	Fifth floor- Offices- upstairs	Timeline- Gavin interview- Benefits for staff
methods of motivation	HOF	Fifth floor- Offices- upstairs	Info on staff benefits
methods of motivation	Ford	health centre	health care for workers
methods of motivation	Ford	Centre building A	Protected rest area
methods of motivation	Ford	Building B second rotary from bottom left	Protected rest area
methods of motivation	Ford	Outside buildings- Rotary between buildings B and C	Recreational facilities for workers
Flexible working	Lily	Manor house	Bert interview- Flexible working
Flexible working	Lily	manor house entrance	Stacey interview- Discusses flexible working
Flexible working	HOF	5th floor offices	Timeline- Gavin interview- Flexible working
Team work	Lily	Construction area	Richard interview-Team working
Team work	Lily	Office 4	Stephen interview- Team work/motivation
Team work	Lily	Manor house	Click on IT on board- Andy and Bert interviews