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Bitesize GCSE BUSINESS STUDIES

STAFF

LORD ALAN SUGAR- ENTREPRENEUR

Part of the success of a business is making sure that the staff you employ are interested in the business and don't just look at it as a boring job. And one way of doing that is to involve them in all the decisions that are going on. So that they feel that they are part of a family culture.

SAIRA KHAN- SKINCARE ENTREPRENEUR

The reason why you want motivated staff is because in the long run it actually saves the business money. If you have motivated staff they're gonna work for you for longer. Giving you their best. If you're not motivating your staff the problem is that, you will find that people will come in and they will leave very quickly. If people are doing that constantly in your business, you're actually spending a lot of money on recruiting and training, at the very early stages but not actually getting the best from people.

BEN WALLACE- MARKETING, GOOGLE UK

It's really important as a company that we allow employees freedom to explore. Not only the work they do day to day but also kind of ideas they think are really cool around that. So we have a policy which has been around Google for quite a while. Of trying to allow employees, particularly our engineering staff, kind of 70% of their time to work on kind of core projects. Which is core to the projects that they work on, or the work that they do. 20% of their time to work on things that are kind of tangentially related, which are maybe a little bit more out there. And then also allow people if possible, have a 10% of their time to work on really crazy, outlandish stuff which maybe doesn't succeed, maybe isn't easily monetizable but which could be like the next huge thing.

NICOLE VANE - PHONE SOCK ENTREPRENEUR

It's just me and my mum working for the business but we do employ casual labour. When we do we need to keep our staff motivated. An informal atmosphere, sitting round, drinking cups of tea, chatting, listening to the radio whilst working sort of kind of tends to do the trick.

DEBROAH MEADEN- ENTREPRENEUR

I think one of the key motivators for anybody working within, with an organisation is understanding what the organisation does. And the part that they play in achieving that goal. Nothing can be more demotivating than thinking – well actually I'm just sitting here answering the phone. No you're not answering the phone. What you're doing is you are the absolute link between the customer and the management team. You know if they understand how they're part plays out in the greater scheme of things, there is nothing more motivating.

BEN WALLACE- MARKETING, GOOGLE UK

I think you really just need to make people feel you're valued first of all. Also try and connect them with an impact that the work that they do has. Like people are never happier when they see kind of a great result based on work they have done. And they can feel it first-hand.

HUGH PYM- BBC CHIEF ECONOMICS CORRESPONDENT

Most employees in most organisations like to be rewarded with pay rises each year. And bonuses and actually pay that's linked to performance. But money isn't everything. Most employees also like to feel they're wanted, they're part of a team. That they're doing something worthwhile. That they've

brought into the idea of what their company's all about. So it's possible you could have an organisation where they can't afford a pay rise. They say we can't afford it, we're in the recession. That's the problem we've got now, but if you stay with us you know we'll hold on to you, we'll value what you do.

DEBROAH MEADEN- ENTREPRENEUR

Personally I think people need to be paid a good salary. They need to feel good about what they do and I actually often use bonuses to say – you know, that was fantastic. That's where I pay you to do but actually you've gone over and above. So I think there is obviously the financial side of it does have a part to play. But I think that isn't the real motivator. People need to know what they are doing. They need to feel they are good at what they are doing and that the organisation recognises this. That they are good at what they're doing. And too often I think that doesn't happen in organisation.

LORD ALAN SUGAR- ENTREPRENEUR

A good manager is able to motivate their staff to make sure they feel involved. But on the same token, a good manager has to observe whether the staff are pulling their weight or not. And has to be very decisive in either disposing of their services, or at least giving the individual a very tough talking to. To make sure they kind of buck up their ways.

SAIRA KHAN- SKINCARE ENTREPRENEUR

The times when I have had to be tough in business is when I've identified that people are not performing or giving me the results that I'm expecting from them. That's the time to get tough because business is about results and it's about performance. And if you're not hitting your targets and objectives then what's the point of being in business.

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