

# HOW TO GET A HIGHLY MOTIVATED WORKFORCE

When employers take an interest in the well-being of their staff and are seen to be supportive, people feel valued and are more motivated.

Increased motivation can:

- reduce **absenteeism**
- encourage better staff/manager relations,
- provide a better working environment
- promote a higher quality of work.

**Absenteeism** related to work can be classed as a health and safety issue and may be due to a workplace accident. Participants in the EHRC research report '*Equality and Diversity: Good Practice for the Construction Sector*', such as the CBI, IPD and ACAS agreed with this well documented view. These organisations consider that poor practice in equality and diversity practice can lead to: lowered morale, less effective teamwork, damage to a company's reputation, lost business, wasted talent and loss of expertise.

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The estimated cost to UK plc annually, of absenteeism varies between £10 billion (ACAS website, 2011) to £17 billion (CBI and Pfizer, 2010), and is based on an average of 7.4 days absent per year per employee.

When employees are motivated this leads to employee satisfaction, and when staff enjoy their jobs, are satisfied with their working environment and practices, they are less likely to want to leave their employment.

The Davies report 'Women on Boards' (BIS, 2011) links diversity in the boardroom with bottom line benefit: **companies with more women on their boards were found to out-perform their rivals with a 42 per cent higher return in sales, 66 per cent higher return on invested capital and 53 per cent higher return on equity.**

**If you are interested in finding out more about how BEST can help you find the right people for your organisation, please contact us on 029 2087 0990 or email [best@cf.ac.uk](mailto:best@cf.ac.uk)**

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# SUT I GAEL GWEITHLU CRYF EI GYMHELLIAD



**Pan fo cyflogwyr yn ymddiddori yn lles eu staff ac yn amlwg yn gefnogol, bydd pobl yn teimlo eu bod yn cael eu gwerthfawrogi a byddant yn gryfach eu cymhelliad.**

Gall gwell cymhelliad olygu:

- llai o absenoldeb
- gwell perthynas rhwng staff a rheolwyr
- gwell amgylchedd gwaith
- gwell ansawdd gwaith

Mae modd dosbarthu absenoldeb sy'n berthynol i waith yn fater iechyd a Diogelwch a gall y bydd yn deillio o ddamwain yn y gweithle. Roedd y cyfranogwyr yn adroddiad ymchwil EHRC, 'Equality and Diversity: Good Practice for the Construction Sector', megis y CBI, IPD ac ACAS, yn cytuno â'r farn gyfarwydd hon. Mae'r sefydliadau hyn yn ystyried y gall arferion gwael o ran cydraddoldeb ac amrywiaeth arwain at: colli hyder, gwaith tîm llai effeithiol, difrod i enw da cwmni, colli busnes, gwastraffu doniau a cholli arbenigedd.

**Mae'r gost amcangyfrifedig i'r DG ccc yn flynyddol, oherwydd absenoldeb yn amrywio rhwng £10 biliwn (gwefan ACAS, 2011) a £17 biliwn (CBI a Pfizer, 2010)**

Pan fo gweithwyr yn gryf eu cymhelliad, bydd hynny'n arwain at weithwyr bodlon eu byd, ac oes yw staff yn mwynhau eu gwaith, yn fodlon â'u hamgylchedd ac arferion gwaith, maent yn llai tebygol o adael eu swyddi.

Mae adroddiad Davies Women on Boards (BIS, 2011) yn cysylltu amrywiaeth yn ystafell y bwrdd â buddion sylfaenol: **Canfuwyd bod cwmnïau â mwy o wragedd ar eu byrddau yn perfformio'n well na'u cystadleuwyr – gyda 42 y cant yn fwy o enillion o werthiannau, 66 y cant yn fwy o enillion o gyfalaf wedi'i fuddsoddi a 53 y cant yn fwy o enillion o soddgyfrannau.**

**Os oes gennych ddi-ddordeb mews gwybod mwy am sut gall BEST eich helpu i gael hyd i'r bobol gymwys i'ch sefydliadau, cyslltwch â ni ar 029 2087 0990, neu drwy e-bost yn [best@cf.ac.uk](mailto:best@cf.ac.uk)**

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