

FURTHER READING

MODULE_5 LEADERSHIP&MOTIVATION

Lesson_6_ TEAM BUILDING AS MOTIVATION

CONTENT OVERVIEW

With 95% of customers saying they would tell at least one other person about their bad customer service experience, you can't afford to be offering customer service that is below par.

A demotivated team is the fastest way to poor customer service and a bad reputation.

You rely on your staff to deliver a truly exceptional and unforgettable experience to customers,

So what do you do if you aren't getting the most out of your team?

1. Why is important the team building in the workplace?

Experts and researchers agree that properly administered teambuilding initiatives can foster positive outcomes ranging from increased morale to improved profits. In the specific context of the hospitality industry, most studies have evaluated **the ability of teambuilding exercises to impact turnover**, a persistent problem that has long plagued the hospitality labor market.

Again and again, research data have shown that effective teambuilding programs can dramatically increase the rate of retention among hospitality workers. However, ineffectively administered teambuilding efforts may have the opposite effect of pushing staff members so far out of their comfort zones that they become alienated and disinvested from the organization.

Effective teambuilding exercises have also been **shown to foster improved communication, cooperation, and solidarity among managers and staff members**. In the hospitality industry, these variables can promote a dynamic, interdependent working environment and organizational culture that can generate truly exceptional customer service.

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Because service quality is such a singularly important factor in determining the success level of a particular property or brand, organizations seeking to maintain a strong competitive position in the hospitality industry should explore the potential promise of teambuilding exercises.

2. Tools for team building & Motivation.

There are many benefits that an organization can achieve through the employee motivation.

Following are some of the factors that we can commonly identify;

- Motivation ensures better utilization of resources and reduces wastage.
- Motivation will bridge the gap between “capacity to work and the willingness to work”
- Reduces problems like labour turnover, absenteeism, indiscipline & grievances
- Improves productivity
- Improves cooperation and team spirit
- Improves knowledge and skills among employees

You can find below some of these trusty tools;

1.- Create a line of open communication

You may not be aware, but *a lot* can go wrong with communication.

Under-communication, lack of communication, miscommunication, I won't bore you.

Did you know that lack of communication can be the biggest reason employees quit?

A recent [study](#) showed that the reason 62% of people didn't like their jobs was because of communication issues.

This included a lack of direction from management, poor communication overall, and constant change that is poorly communicated.

You may be thinking 'but this is so easily avoided, all we need to do is speak to each other more!'

It's not so simple.

If your employees find you unapproachable and don't feel like there is an open line of communication to freely express their worries or concerns, they may keep it bottled up inside and let it fester.

Hold regular meetings, ask how your employees are feeling at work and ensure everyone has someone they feel comfortable speaking to about their work issues.

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2.- Listen to every staff member

You need ideas for the new Christmas event that is coming up soon. Of course, you turn to your fellow managers to get some expert ideas and advice.

What if you could get impartial input that is new, fresh and is going to motivate staff?

Sounds great, right?

Even if their suggestions aren't included in the final plans, just listening to the ideas and taking them onboard will make them feel valued and part of the team.

It may also get them more excited about future events, which is another simple way to provide motivation.

3.- Ask employees what they need

We're on the right tracks here, but there is more you can do as a hospitality manager to motivate your staff.

Going out of your way to ask your team what they need and how they feel will make a big difference to how motivated they feel at work.

Some staff members may need a little push to analyse their performance at work. A simple question can start a conversation to find out if they have the right tools to excel in their job, if the work environment is encouraging growth or if there's something you could do as a manager to support them.

4.- Allow time for team building

Although team building may seem expensive and time consuming, it is certainly worth it for the benefits you and your team will receive.

Here are just some of the reasons you should invest in team building to motivate your hospitality staff:

- Allows team members to socialise in a more relaxed environment
- Creates a strong team bond
- It allows the team to work towards a common goal and celebrate their achievements which they can replicate at work
- It gives staff members more confidence and allows everyone to be more comfortable around each other
- Staff are more creative and productive when they feel confident in a team
- It builds bridges across departments between employees who usually wouldn't get the chance to interact at work
- Improves staff morale and creates a more positive attitude amongst the team

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Team building is a vital part of working in hospitality and should definitely not be evaded if you are looking to motivate staff.

5.- Show your appreciation

You have a hard-working team that contributes to the success of your company and provides exceptional customer service. You don't know what you'd do without them, and you're sure they know it.

But, do they?

Don't assume your employees know your grateful for their hard work.

It doesn't take much to say a quick thanks or tell someone how much you appreciate their work, so always make time to give some positive feedback.

Whether you're sending an appreciative email, taking staff out for a commentary lunch or letting someone take the afternoon off, they will be grateful of the gesture no matter how small.

6.- Continue training programs

Training doesn't stop when the employee is qualified enough to work independently. It should be continuous in the workplace to provide motivation and keep your team engaged.

The hospitality industry is constantly evolving, and so should the skills of your employees. Not only does it make them feel valued that you are investing time and money into their development, but they will also become a more engaged team member.

Even the most experienced team members don't want to stop learning!

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