



RAMP UP 

Your Employee Motivation As You Do uKnowva



Whitepaper



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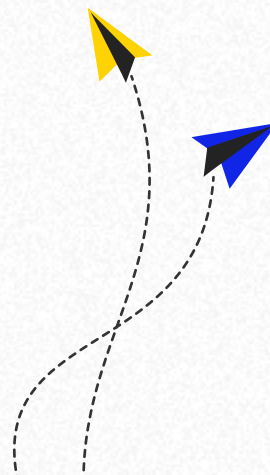


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Executive Summary



Sticking to one intrinsic model of motivation for employees seems impossible when there are rapid technological advancements in the market. Not every employee will have the same need in the same hierarchical manner as mentioned in Maslow's motivation theory.

HR managers are in a fix to understand their employees and provide them with the best environment. That's why we read about the R.A.M.P. model of intrinsic motivation. According to this model, the primary focus is on building relationships, autonomy, mastery of skills, and finding and revisiting the purpose of the job.

We find that when employees and organisations do uKnowva, they are indirectly on the path of greatness to achieve higher scores of R.A.M.P. So, through this whitepaper on **"R.A.M.P. up your employee motivation as you do uKnowva,"** we will be explaining how employee motivation is one of the core factors often HR managers miss out on while focusing on other critical tasks.

However, you will also learn how uKnowva makes the concept of empowering, engaging, and motivating employees at a click, with a similar experience, easier and more fun. To get into its depth, we will be discussing employee motivation strategies that you can implement using uKnowva, keeping the R.A.M.P. theory or model of intrinsic motivation in mind.



Problem Statement



Employee motivation is a very tough subject to master, despite multiple motivational theories that talent developers follow. We know that with every generation of the workforce, their preference and needs change. **From the BELOW IMAGE from Medium**, we see that recognition (value of their purposeful contributions), consistent learning and growth opportunities, and a fun-loving environment makes employees more motivated.



However, this is not all. There is more to it when you stop considering employees as mere resources and bring back the “Human” factor in the HR roles and responsibilities. We can R.A.M.P. up the level of employee motivation once we know how to strike the balance of different motivational pillars for the future workforce.

To resolve this, we are studying the R.A.M.P. model of intrinsic motivation and combining it with how uKnowva helps you implement it at a click.



What Is **R.A.M.P.** Model For Employee Motivation?



There has been a lot of research in the past decade or two on employee motivation drivers for levelling up their engagement and longevity in the business. Amongst these research studies, one is the research paper on self-determination theory by R.M. Ryan and E.L. Deci, which was released in 2000. This paper focused on three intrinsic motivators:

- **Autonomy**
- **Competency**
- **Relatedness**

While a book named Drive by Daniel Pink was famous for pointing out similar intrinsic motivators:

- **Autonomy**
- **Mastery**
- **Purpose**



That's how the market leaders and HR fraternity have clubbed the two ideas to create a R.A.M.P. model of intrinsic motivators to upgrade employees' emotional bond and loyalty to the firm.

Thereon, the R.A.M.P. acronym stands for:

- **R:** Relations or relatedness
- **A:** Autonomy
- **M:** Mastery
- **P:** Purpose



Now, what is more interesting to see is when you do uKnowva, you can change the way your employees engage. You can easily promote the R.A.M.P. model when you implement uKnowva for streamlining the digital transformation of your HR and employee lifecycle from hire to retire.



Importance of Employee Motivation

Employees need to stay motivated in the workplace to drive better business outcomes. It is for multiple reasons we will discuss below. For instance, from the **IMAGE BELOW** from **Haiilo**, we find that **happy employees are 31% times more productive**. Now, the question is, how can you make your employees happy? For that, either you need to consistently drive them to be happy during work hours or provide them with enough tools, tech, and motivational reasons to be happy. The second option is more scalable and sustainable for employers. That is because leaders will not have to supervise their employees to check up on their happiness if they are already engaged enough.

Happy employees experience
31%
higher productivity at work.

Talent Works International

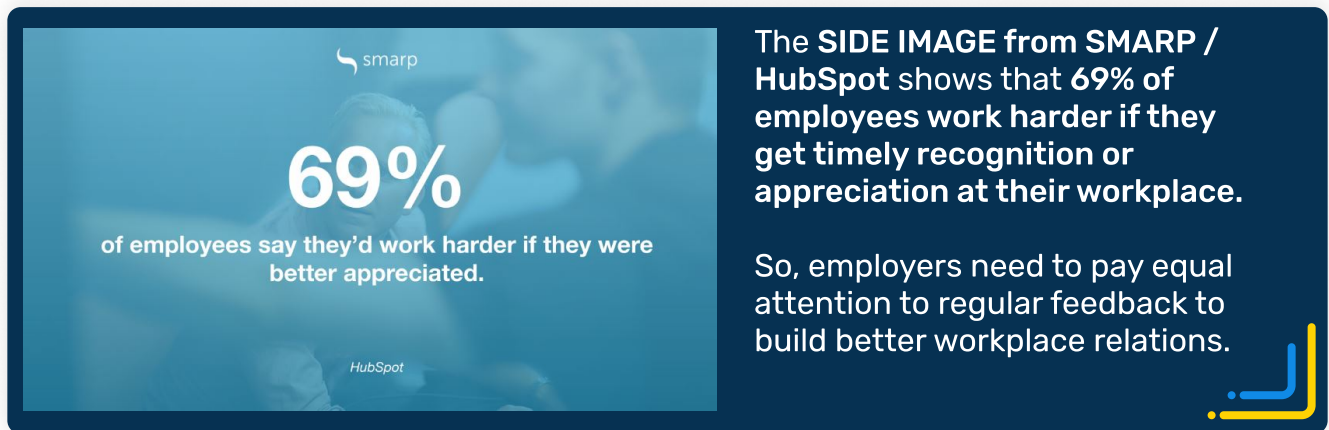
So, find the pointers below to understand the importance of employee motivation which the R.A.M.P model can deliver using uKnowva.





Building healthy and trustworthy relations at work

Employers can build healthy relations with employees with regular interactions and appreciation for their hard work. In fact, when employees are appreciated, they contribute more to the organisation. Regular appreciation is one way to keep employees interested and motivated in the workplace.



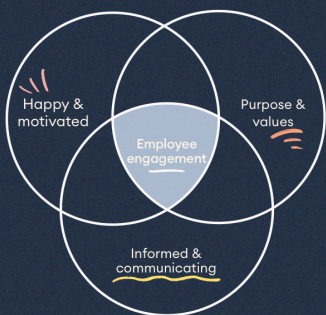
When employers are on-time for feedback, employees respect them more. This respect and honour build mutual trust, which is required to keep the work contribution intact in the long run. Then, employers would not have to explain to their employees every decision they make. It will be easier for everyone to bring on new changes in the culture for the greater good.



Resolving conflicts faster without losing respect

When you motivate employees, they communicate better without losing respect for one another. This internal communication needs to be strong and persuasive for everyone in the organisation. Each such communication must lead to the fulfilment of the purpose.





The Venn Diagram pasted on the **SIDE** shows how employee motivation, internal communication, purpose, and value are co-related.

Employee engagement becomes the central or core part of all these factors.

Seenit

That is not all. When employees are engaged and motivated, they contribute better to the overall growth of the business. It means workers are on the same page more often than not. That also means there will be fewer conflicts, or at least, employees are smart enough to resolve conflicts on time. By doing so, they can focus on better things like how to improve their productivity with minimum efforts over a period.

Giving employees enough autonomy to own their tasks from day one

Employees need to own their work duties and responsibilities. They can only do so for longer periods when they are fully invested in the firm and the vision it follows. For this reason, it is important for HR leaders to pay attention to employee motivation, emotional connection, and satisfaction levels. Otherwise, it will be difficult for the managers to nurture their teams and drive them toward a common purpose and help them achieve operational excellence.





Providing employees with learning opportunities to improve their capabilities

Learning and relearning are the new norms of the future of work. Without consistently learning, it will be easier to replace and lay off employees. However, that comes with a great cost to the company. Instead, what HR managers do better is train their staff. With regular training, employees can grow a better skill set and an improved portfolio.



The same infographic image shows that 74% of employees fail to achieve their full potential at the workplace. It is happening right now in multiple organisations. The main reason is that there are not enough learning and development opportunities. Therefore, without that, employees will not be able to master their craft and skill set. Self-mastery is already a core pillar of the R.A.M.P model to motivate employees. Thus, focusing on providing learning opportunities is crucial to empower employees and give them enough chances to be more loyal to the brand.



Helping employees find the purpose of their contributions at work

One of the important pillars of the R.A.M.P. is finding the work's purpose. Employees need to know why they are doing the work they are supposed to do. Either they like working there (having expertise), or they are in it for other gains like positive culture, the scope of growth, a great hike in salary, and more such factors. So, giving your team members the clarity of their job's purpose should be a top priority.





Employees are more satisfied at work when their jobs feel meaningful

The resulting gains in worker productivity add up to over \$9,000 per worker, per year.

From the **SIDE IMAGE** from **Zoomshift.com**, we see that employees are more satisfied when they know their jobs are meaningful. When employees are engaged and motivated enough, they will keep questioning the purpose of their work.



Employees will be more loyal to the brand if there is clarity in their contributions. When this purpose stops aligning with theirs, that is when the real problem begins. The best way to determine if there is a gap between what companies expect and what employees deliver is to know and measure their motivation levels at work.



Strategies To R.A.M.P. Up Employee Motivation With uKnowva



Integration of an engaging Social Intranet for building better work relations

Employers can use uKnowva to implement its social intranet. It offers simplified functionality with an easy to navigate interface. Employees can easily submit their status, photos, videos, polls, and surveys. They can chat if the employer asks for chat messenger integration as an add-on.

Besides that, employees can wish each other their birthdays and work anniversaries. It is a direct way for employees to connect with senior management. So the communication channel to reform, rebuild, and revolutionise workplace relations is transparent when you do uKnowva.

As it is, this is an important and the first pillar of the R.A.M.P. model of intrinsic motivation because when employees have good work relations with their peers, they will have a good mood throughout the day. There will be fewer conflicts, and more often, all will strive to be on the same page.



Fully configurable Projects & Timesheets for gaining more autonomy on tasks

Next in line is the autonomy of tasks which the self-serving portal of uKnowva helps employees with. The Projects and Timesheets management is just one part of it. Employees can fix their projects and targets with the configurable Projects and Timesheets. So this is also linked with the Performance Management system.

When employees have full autonomy to set their targets, OKRs, KPIs, and other tasks, they grow more responsible. The system sends these targets to the immediate senior for instant approval. Again, that's part of the self-serving portal by uKnowva.



Employees don't need to chase the employer to request approval. If the reporting manager sees the targets to be fit, they will immediately approve of those targets. They get instant notification under their My Request menu button whenever the employee submits such tickets.



► Implementation of eLMS for consistent learning opportunities

The next pillar of the R.A.M.P. is the mastery of one's skills and capabilities. When you do uKnowva, you get ample of these opportunities. uKnowva already provides eLMS integration with its core portal. Clients can demand it to be more customised and configurable at the time of the implementation.

Employers or subject matter experts can upload different categories, courses, and chapters in the eLMS. They can allow different employee groups to subscribe to the course with or without approval. After each course, they will need to complete a test or quiz. Completing that will make them eligible for a certificate.

The certificate can also be tweaked as per the client's demand and internal reputation norms.

The major impact of these learning courses is the journey to skill up on the move. If the employer wants, they can make the course offline for the employee to study. Employees have a greater impact on these learnings over a period. They can pick up challenging projects, spearhead new tasks, lead teams, and do much more. Eventually, they start becoming more valuable to the team and the organisation.

Employees become intrinsically motivated by learning new skills, courses, or chapters. The hunger for learning and implementing new stuff in their employee lifecycle never dies. That skill or trait keeps an employee in the firm for a long time.



▶ Real-time insights and reports for revisiting the purpose of contributions

Finding the purpose of everyone's contributions is the last step of the R.A.M.P. model, which you can achieve through uKnowva. Purposes get clarity at the workplace with real-time insights and HR analytics. The **BELOW IMAGE** from **QuestionPro** shows the top benefits of HR analytics. This includes improved hiring, reduced attrition rate, improved experience, productive workforce, gained trust, and improved processes.



All these improvements occur when HR managers have real-time insights into what's happening in the organisation regarding talent acquisition, talent management, talent development, and employee engagement. uKnowva has seamless integration with HR analytics. Thus, employees become more motivated to work at the workplace, where their contributions are measured and mapped throughout. It is because there is seldom any confusion as to why any employee is assigned a particular task. There is evidence and a reason behind every decision taken by the team leads or department heads. Plus, they can keep revisiting and reviewing the insights from the interactive uKnowva dashboard to know the real purpose of their teams' contributions.



What's Next?



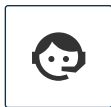
Now is the time we focus on major other factors, including Employee Engagement and Employee Experience. These two pillars will be the two norms to focus on in 2023. As it is from a recent 2023 report by Seenit on Employee Engagement (also from the IMAGE BELOW), we know that 34% of challenges are related to employee engagement, and 39% of challenges are related to staff retention for the HR leaders.



So, without a doubt, HR leaders need to focus on providing better employee engagement (EE) and employee experiences (EX) to their staff from day one. Once the motivational factors are set and processed, that's when HR leaders move over to these strategic pillars of EE and EX.

uKnowva helps you achieve all these pillars with its purposeful social intranet, seamless integrations, paperless HR solutions, automated workflows, dedicated helpdesks, a self-serving portal, and overall simplified functionality on demand.





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