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THE WAYS OF LABOR PRODUCTIVITY INCREASING THROUGH THE METHODS OF MOTIVATING EMPLOYEES AT ENTERPRISES

Abstract. The ways of increasing labor productivity through the methods of motivating employees at enterprises are investigated in the work.

An employee is a very important resource of any organization. However, the success of the organization depends not only on the experience and professionalism of its employees, but also on their desire to work, and the needed motivation. In realistic terms, it is important that the team not only «knows how work» but also «have desire» to work.

In this article we will see how the capacity of employee's can be improved through motivation. This means that the improvement of the functioning of organizations can be realized through the better use of purposeful activity of managers in the direction of building capacity, including the motivation of the labor behavior of personnel. However, quite often, managers use such methods of influencing the professional behavior of employees, leading to demotivation of their activities. In our opinion, this situation is explained by the discrepancy between the perception of managers about the factors affecting the work of employees and the real situation. In this regard, it is very important for managers to be able to rethink their managerial experience. the motivation of the activities of employees, and as a result — to form modern managerial relationships in the team, using motivational management [1].

Capacity building is a systematic process to improve employees' knowledge, skills, understanding, values, attitude, motivation, and capability necessary to perform well at work. Usually, the positive impact of the capacity building affects organizational revenue, competitiveness, and performance.

The term capacity building has been used in varying contexts, expressing different meanings and explanations. It was considered that the term correlates closely with HR development, that is, enhancing employees' knowledge and training. The field was quite narrow, which concentrates on the development of staff by formal education and trained workers to fill the gap of the qualified personnel in the industrial operations. However, the past few years have transformed this old concept into a broader and global perspective. It focuses on employee development, covering institutional as well as specific initiatives of the country[2].

Each has distinct abilities and needs. On the same day of recruitment, employee training should be started. According to the nature of the job, employers try to bring knowledge, experiences, and skills in their employees. However, some employees rely on the knowledge and training provided by the organization in their orientation session to perform their jobs. All organizations must include on-the-job training and off-the-job training in their standard operating procedures (SOPs) and manuals. Managers invest in the HR and capacity building of their employees to change and adapt the knowledge, behavior, and skills related to their job. As a result, the trained employee becomes the ambassador of the brand and uses their updated knowledge and skills to do their job better, which results in the positive outcomes and employee retention.

Capacity building is the practice of developing and establishing skills, nature, ability, procedures, and resources that are required for the organizations and societies to adapt and increase employee performance in a fast-changing world continuously. Capacity building, in general, is regarded as the tactical steps accepted to enhance employee proficiency, showing significant enhancements in performances, development of assets, and extra encouragement among working persons [4]. Capacity building of employees in a great judgment, can be regarded as upgrading the employee's capacity to perform the right task inside more extended arrangement of execution guidelines of the Association [5].

Motivating employees through capacity building is a crucial strategy for organizations to enhance the skills, knowledge, and abilities of their workforce. Capacity building can help employees develop new competencies, increase their confidence, and improve their performance, leading to increased job satisfaction, engagement, and productivity. Improving the capacity of employees through motivation is a critical aspect of building a successful organization. Motivation is the driving force that inspires employees to perform at their best and achieve their goals. When employees are motivated, they are more productive, creative, and engaged in their work. In this article, we will explore various ways to improve the capacity of employees through motivation [6].

Provide a Sense of Purpose:

Employees want to feel like they are making a meaningful contribution to the organization. Providing a clear sense of purpose and direction can help to motivate employees to work towards a common goal. This can be achieved by communicating the organization's mission and vision, and how each employee's role contributes to achieving these objectives perform at their best.

Identify and Address Skill Gaps:

Conduct a skills assessment to identify the gaps in your employees' skill sets. Then, offer training and development programs to bridge those gaps. Employees are more motivated when they feel confident in their abilities, and providing them with the resources and support they need to develop their skills can help to build their capacity and increase their motivation.

Recognize and Reward Accomplishments:

Employees want to feel valued and appreciated for their hard work. Recognizing and rewarding accomplishments can help to motivate employees by acknowledging their contributions and encouraging them to continue striving for excellence. Rewards can come in many forms, including bonuses, promotions, and public recognition.

Create a Supportive Environment:

Create a supportive work environment that encourages learning, growth, and collaboration. Encourage employees to share their ideas, ask questions, and seek feedback. When employees feel

supported and encouraged, they are more likely to take risks and innovate, leading to increased motivation and engagement.

Foster a Positive Work Environment:

Employees want to work in an environment that is positive, supportive, and inclusive. Fostering a positive work environment can help to motivate employees by promoting collaboration, teamwork, and trust. This can be achieved by encouraging open communication, providing opportunities for professional development, and creating a culture of respect and inclusivity.

Provide Opportunities for Growth:

Employees want to feel like they have opportunities for growth and development within the organization. Providing opportunities for growth can help to motivate employees by giving them a clear path for advancement and a sense of purpose in their work. This can be achieved by offering training and development programs, mentorship opportunities, and career advancement paths.

In conclusion, motivating employees through capacity building is a crucial strategy for organizations to enhance employee performance, job satisfaction, and engagement. By identifying and addressing skill gaps, encouraging continuous learning, offering challenging assignments, providing feedback and recognition, and fostering a supportive environment, organizations can build the capacity of their workforce and increase their motivation to achieve their goals.

Improving the capacity of employees through motivation is essential to building a successful organization. By providing a sense of purpose, encouraging autonomy, recognizing and rewarding accomplishments, fostering a positive work environment, and providing opportunities for growth, organizations can motivate employees to perform at their best and achieve their goals. A motivated workforce is not only more productive but also more engaged, creative, and invested in the success of the organization.

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