

# Morale Boosters in Difficult Times



Wisconsin Library Association

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# Agenda



- ❧ Why morale is important
- ❧ Signs of low staff morale
  - ❧ Causes of low morale
- ❧ Ways to improve morale
  - ❧ Sustaining staff morale

# Morale



-noun

Emotional or mental condition with respect to cheerfulness, confidence, zeal, etc. especially in the face of opposition, hardship, etc.

Source: Random House Dictionary



# Morale affects:



**PRODUCTIVITY**

**QUALITY**

**CUSTOMER SERVICE**

**SAFETY**

**PATRON LOYALTY**

# Why worry about morale?

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High morale = Engaged employees = successful library

Low morale = disengaged employees = dysfunctional library

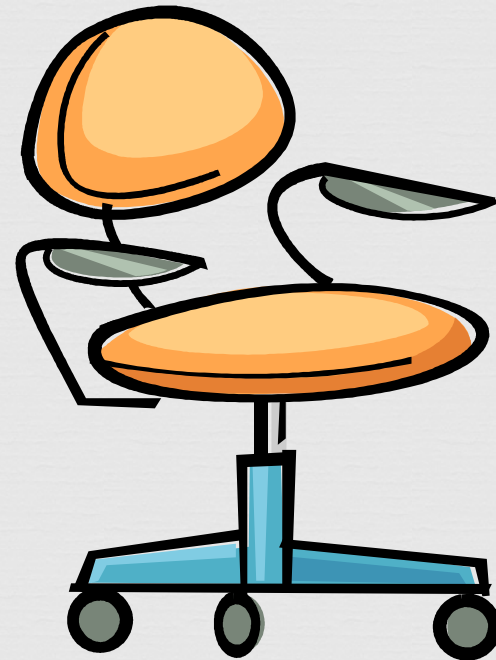


# Signs of Low Staff Morale

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- Increased absence from work



# Signs of Low Staff Morale

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☞ Increased Complaints over seemingly small matters



# Signs of Low Staff Morale

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☞ Conflict



# Signs of Low Staff Morale

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☞ Little Enthusiasm



# Signs of Low Staff Morale

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❧ Poor or Little Communication with Management



# Signs of Low Staff Morale

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☞ High Turnover Rate



# Signs of Low Staff Morale

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What Else?



## Some Causes of Low Morale

# Causes



- ❧ Poor communication
- ❧ Limited professional growth
- ❧ Limited Personal growth
- ❧ Lack of respect
- ❧ No common goals
- ❧ Economy
- ❧ Layoffs or Impending Layoffs
- ❧ Other libraries suffering
- ❧ Little or no accountability
- ❧ Silos

# Layoff Survivors



- ❧ Job Insecurity
- ❧ Depression, fatigue, stress
- ❧ Reduced risk taking and motivation
- ❧ Feeling of distrust and betrayal



# Ways to Improve Morale

# Ways to Improve Morale

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## Communicate

- ❧ Discuss issues facing the library
  - ❧ Confront rumors
  - ❧ Ask employees for input
- ❧ Listen to employees opinions and concerns



# Ways to Improve Morale

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## Make Work Meaningful



- ❧ Create a vision
- ❧ Set goals
- ❧ Provide opportunities for growth
- ❧ Keep learning
- ❧ Empower employees

# Ways to Improve Morale

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## Appreciation & Recognition

It's the little things, and every little thing matters

**THANK YOU**

**HOW CAN I HELP?**

**GREAT JOB**

**WE COULDN'T HAVE DONE IT WITHOUT YOU**

# So what about.....



❧ “Random Acts of Kindness”

❧ Silly Contests

❧ Food

❧ Dress Down Day



# Remember .....



## The Platinum Rule:

Treat others the way they want to be  
treated



# Sustaining Morale

# Sustaining Morale



Commitment by management and staff



# Sustaining Morale



Walk the Talk



Be a role model for what you expect in others

# Sustaining Morale



Deal with adversity and setbacks



# Sustaining Morale



Address Dysfunctional  
Behaviors



# Good Reads



- ❧ *The carrot principle* by Adrian Gostick & Chester Elton
- ❧ *The energy bus* by Jon Gordon
- ❧ *Thank God It's Monday!* By Roxanne Emmench
- ❧ *Hug Your People* by Jack Mitchell
- ❧ *The Happy Employee* by Julia McGovern & Susan Shelly

# Questions?

