

# Pinnacle Promotions' Must Read Guide to Staying Motivated

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There are so many reasons why motivation in the workplace is important and [Pinnacle Promotions](#) are keen to help UK SMEs increase workplace motivation so that they can achieve greater success in 2015. Here, the firm have shared their guide to creating a motivational working environment.

Pinnacle Promotions cannot stress enough just how important it is in business to ensure that employees are happy and motivated in their day to day activities. Motivated workers produce a higher quality of work and are more productive, which for SMEs is vital if they are to achieve growth in the current climate. Another benefit of high motivation is a process known as the 'trickle down' effect, where customers experience the same emotions as those within the company. Motivated workers are often happier which is expressed through their work and their interactions, meaning that this happiness is passed on to customers resulting in far more positive customer relationships. Finally, Pinnacle Promotions believe having a motivated workforce is an important factor when recruiting as a company's positivity and 'can do' attitude is incredibly attractive to new candidates and can help them achieve a faster growth rate.

To aid SME's in boosting workplace motivation Pinnacle Promotions have shared their secrets. As part of one of the world's fastest growing industries ensuring motivation is high is a must for the firm as it helps them to generate the best results for their clients and keeps all their representatives on the right track to achieving their own personal goals.

## Gratitude

Gratitude is a great morale booster, and helps individuals to feel that their contribution is valued by a business. Pinnacle Promotions believe it's especially important to show gratitude to workers who may have slipped under the radar, as this will help drive them to generate better results.

## Communication

It can sometimes be easy for the demands of business ownership to take over and communication between a business owner and his workforce to be lost. Taking the time to ask workers about their roles and appealing for feedback can help improve relationships, whilst delivering on some of their suggestions no matter how small will show that their views and well-being are respected.

## Transparency

Without a workforce a business cannot operate, meaning it's only fair that they are informed and updated on developments within the business. If a business is under-performing, sharing this can actually boost motivation among workers as it can inspire them to want to turn it around and offer their support.

## Consistency

A fair workplace is a happy workplace. The same level of reward should be open to everyone so that workers know what they are working towards. This is something Pinnacle Promotions take very seriously, and they strive to ensure all milestones are fairly and greatly rewarded so that their representatives remain driven and enthusiastic.

Pinnacle Promotions is an outsourced [sales and event marketing](#) firm that help businesses from across the UK boost their customer acquisition and sales through face to face marketing techniques. The firm believe that in order to generate and nurture strong customer relationships, honest face to face communication is vital and the firm act on behalf of their clients to deliver this personalised customer experience. This approach allows the firm to produce above average results for their clients and provide them with the resources needed to grow and expand into new markets.

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