

The Importance of High Morale in the Workplace

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Reflection of an internship experience at Sachse Construction

ABSTRACT

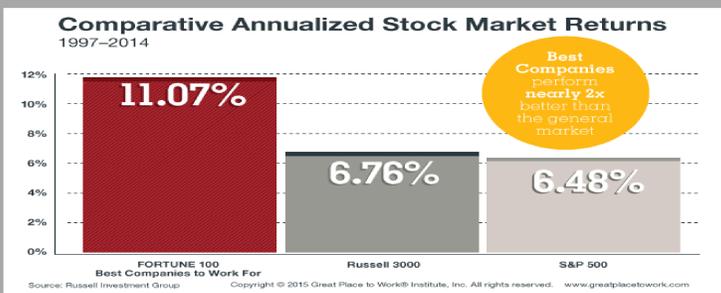
Corporate morale is a challenging concern for most companies. This study examined ways to increase morale in the midst of corporate evolution. In addition to applying personal experience at Sachse Construction, the concept of gamification is examined for innovative morale boosting tactics. Stock values and revenue is also analyzed to determine the effects of morale on the company overall.

INTRODUCTION

The workforce has constantly been evolving from the Industrial Revolution to Henry Ford's assembly line to World War II to Millennials. Currently the workforce mainly consists of baby boomers, Gen Xers and Millennials. Baby boomers are anti-government and want to make a difference. Gen Xers desire a work-life balance with shorter work hours and tend to be self-reliant. Currently, the largest portion of the workforce is Millennials. Millennials are characterized as being tech-savvy and a generation of go-getters. Each era has brought something new to the workforce and has contributed to its evolution.

GAMIFICATION

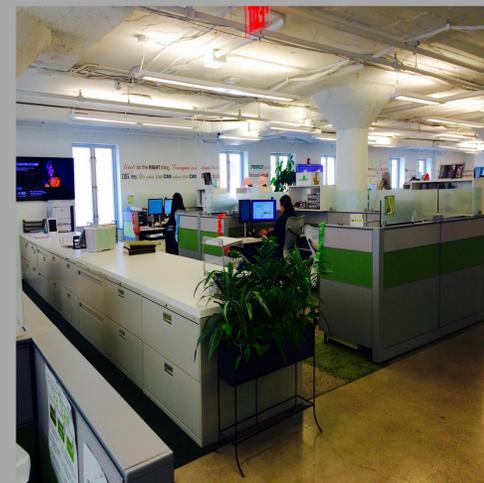
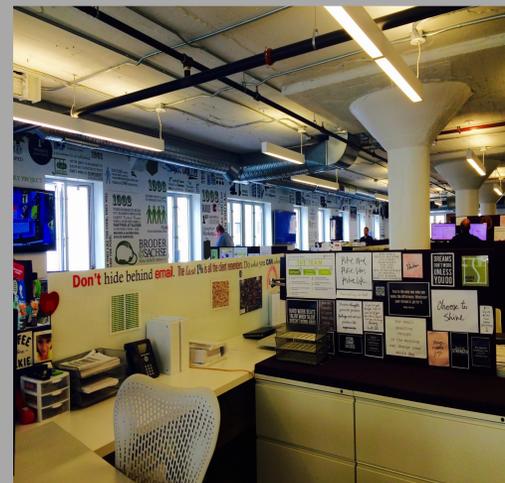
Gamification uses elements of game playing, like competition and rules to increase productivity and engagement. The purpose of gamification is to increase motivation in a playful manner. Successful application of gamification techniques taps into employees intrinsic motivation, or motivation that comes from the self, and helps employees achieve personal and corporate goals. Most gamification applications are online so they can constantly be accessed.



PERSONAL EXPERIENCE

During the summer of 2015, I had the opportunity to work as an intern at Sachse Construction located in Detroit, Michigan. This company provides commercial construction services worldwide. Sachse Construction has many different clients ranging from Estée Lauder to local camps. The company is experienced in LEED certified buildings and understands the importance of protecting the environment while providing savings for their clients.

- Sachse Construction has very unique core values and Rayisms, which are corporate life lessons. Sachse also has a total of sixteen Rayisms.
- A few of them include make a perfect pass, if they like the cook they will like the food, all we have is our reputation, the last 1% is all the client remembers, big problems were once little problems, and it's all in the details.
- Employee benefits included theme days, full access to the fully stocked kitchens, free lunches once a month, and access to the company popcorn maker.
- These great perks allowed employees and interns to feel at home and allow them to express themselves while at work. Employees at Sachse Construction are very happy and love the relaxing and inviting environment the company offers.
- Understanding the importance of happy employees has allowed Sachse to achieve and expand a stellar reputation. The construction field is heavily client based and highly competitive, so having a positive reputation is necessary.
- These aspects have allowed Sachse Construction to become number fifteen on the "Fastest-Growing Companies in Detroit" in 2013 and brought in a revenue of \$138 million. This company has a great future, thanks to the positive treatment of their employees



CONCLUSIONS

Analyzing corporate morale is difficult because different companies have different morale boosting strategies and it is impossible to place a numeric value on morale. So, this study analyzed morale through stock value and the value of the firm as a whole.

- Companies on the "100 Best Companies to Work for in America" list tended to have a higher return on stock by 2.3% to 3.8%.
- One of the reasons for this difference is the companies emphasis on short-term rather than long-term goals.
- Experiencing the effects of morale boosting techniques does not happen immediately so it is necessary to spend large amounts of money in the short-run.
- After a couple months of implementing morale boosting techniques, companies will experience an increase in worker productivity and stockholders will notice this change and start investing. Investors are willing to invest their money into a company they see is making profits, continuing to grow, and employee satisfaction is high.

ACKNOWLEDGEMENTS

I would like to thank Sachse Construction for an absolutely wonderful internship. I would also like to thank my advisor Dr. Patrick Hultberg for guiding me through this process. Finally, I would like to thank my family, friends, and peers encouraging me every step of the way.