

# The importance of job satisfaction

Being dissatisfied with your job could lead to extreme stress and bring down the morale of the entire organisation. An increase in absenteeism and decrease in productivity are two major signs of dissatisfaction within the work environment.

Employees represent an organisation. They hold the power to help an organisation achieve its objectives. So, it is crucial to learn about them, align the organisation's long-term vision with the future career development of employees and understand their preferences and where their passion lie.

Every organisation is different, and that is why it is necessary to evaluate human resource practices regularly, try and test methods to identify what works and what does not.

It is also important to realise that all employees are different, whilst increases in compensation may work for some, others may be more interested in varied and interesting job duties. An effective labour management programme takes into account these issues and also goes beyond the basics.

In fact, efforts should be visible from the first day with orientation that engages employees. The training, facilities, and support provided should set the tone for expected behaviour and create a positive environment where employees feel encouraged to contribute.

To improve job satisfaction and reduce turnover, the employer-employee relationship must be focused on.

Adopting the following practices can help boost job satisfaction:

**EFFECTIVE AND REALISTIC ORIENTATION**  
Job satisfaction must be guaranteed from the very first day of work. The entire process

of orientation must be realistic so that employees do not build up high expectations that would not be delivered.

## CONNECTING WITH EMPLOYEES

It is crucial for both existing and new employees. The team's opinion should be considered, they should feel at ease sharing ideas and individual employees must be asked what they want or where they see themselves within the organisation in the future. This should be practiced from square one when new employees are recruited and selected.

## RECOGNISE EFFORT

Nobody wants their monthly or quarterly meeting with the line manager to start with sentences like "You should have been more alert," or "You could have approached it differently." Employees want their efforts to be recognised. So, a positive start of the one to one meeting is important. If an employee exceeds expectations, saying a simple thank you or well done can greatly impact the employer-employee relationship.

## TREAT ALL EMPLOYEES EQUALLY

Although every organisation's employee handbook emphasises equal treatment of all employees, this is usually not practiced. Bias and favouritism are still widely evident in most organisations, which lead to the creation of a negative work environment.

## BE OPEN AND CLEAR ABOUT FINANCE

Employees have a right to know about the financial side of the organisation. People become stressed out by things that are unknown to them. If there are plans for major changes due to budget limitations, inform employees and be there to reassure them about their job security or let them know how it can impact them.

## JOB SECURITY

Maslow's hierarchy of needs begins with physiological and security needs which are primary concerns for all employees. Whenever any small or big changes take place, employees should be informed so that they can help the organisation succeed in the long run. If employees are going to lose their jobs because of a merger or acquisition, they should also be provided with flexible schedule to look for a new job, or given adequate time to train if they are going to be transferred into a different unit.

## WELL-BEING PROGRAMMES

An employer should ensure that employees' stress levels are reduced and create a positive work environment. Organisations need to update their human resource practices, learn to embrace and implement innovative methods through offering counselling (confidential support), meditation/yoga program, on-site gym, free healthy snacks/lunch or facility of quiet zone/library where they can unwind. It would make the work place more attractive and enjoyable.

## ALIGNED TRAINING AND DEVELOPMENT

There is no point in providing training in an area which is not going to be implemented. It wastes resources, time and money and if it does not contribute towards developing employees' career, then it should be avoided. Training must be aligned with organisational values and it should support the goals of the existing departments.

## KEEP WORK INTERESTING

A little bit of spontaneity in the form of celebrations can boost employees' enthusiasm. For example, they can be gifted little presents when they achieve a target, or monthly out-of-office lunch plan for the

whole team can be arranged. Employees may also be rotated across teams to learn new skills.

## CAREER DEVELOPMENT PROGRAMMES

This helps drive employees in the right direction because they believe that available career development program would develop their knowledge, skills, ability and curve a path to grow within their current role.

## EMPHASISE THE CULTURE

An organisation's culture is affected by its leadership. Hence, leadership must demonstrate and promote empathy and respect for all through its internal HR policies and practice. It should be an inclusive culture that engages all employees.

## OFFERING COMPETITIVE COMPENSATION AND BENEFITS

Employees appreciate and value competitive compensation that meets their needs and expect benefits that are fair. Therefore, all pay grades must be evaluated and salary ranges should be in line with similar jobs in the external market.

It must be remembered that employees join an organisation with the intention to do good work. It is the responsibility of the employer to create a positive relationship with its employees, communicate effectively, be clear about expectations, provide the tools necessary to do the job and recognise the effort when they execute a task successfully. Above all, respect and fair treatment are a must. Therefore, we must strive to be the best boss that we can be so that our employees feel like a part of the "family," which can ultimately lead to greater work commitment, better business, and future growth.

By Aishi Dastidar

# Goodbye to idle life

A retired high official from a bank, Md Mahbubul Haq, can often be seen in a hurry to reach his class. He has been attending a short course on Graphic Design for the last three months. "During my long career as a banker, I was never late for my work. So, it is the same for me when I hurry to be in class on time," he says with a smile. The place he so energetically goes to is Creative IT Institute in the capital's Dhanmondi area.

The reason behind his attending this class is best expressed in his own words.

"I have already become tired of this work-less life. Prior to retirement, I had to work with computers for the last three years and this inspired me to take this course. Even my boss and colleagues encouraged me.

The teachers are very co-operative and patient. They try their utmost to make a difficult thing easy for us," he further adds.

"I thank and express my gratitude to Creative IT Institute for providing such a golden opportunity to spend time, learn and earn. To me, the most important part of this course is that they are providing training free of cost."

Parven Akhter, the Executive Director of the organisation said, "I see this as a scope to enable the citizens of the country technologically. Our learners are ones who have retired from jobs, and housewives. I was inspired to run a course for this segment of people after observing the condition of my retired father, who used to be a businessman."

"I am glad to say that the institute, which was established ten years ago, is running

well. The number of students is on the rise day by day," she adds.

Akhter often visits the class to see the performance.

A young trainer, Kay-sar Mahmud, informed that he was glad to teach them.

"Patience is the most important factor while teaching," Kaysar said.

"Sometimes they lose interest but as part of my responsibility, I encourage them not to be frustrated. I find it difficult to make them understand. They are eager to know, so feedback is excellent. It takes more time as their capacity of understanding is naturally slower. Despite all sorts of odds, I am quite satisfied with the performance of the learners," he added.



Jerina Jahed, a house wife, is one who is truly enjoying her course. She mentions the teachers who are cordial and never lose patience. Whenever she has difficulty in understanding any lesson, she has always received proper assistance. When asked about why she was in this course, she said, "I do this just to cope with modern technology and to do something to help build Digital Bangladesh."

Age is never a barrier to learning, and Creative IT Institute stands as a testament to that.

By Afifa Banu

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