

NEW NORMAL MODUS OPERANDI TO ELEVATE EMPLOYEE MOTIVATION IN COVID ERA

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ABSTRACT

The Fear of COVID 19 has had vast impact on all businesses across the globe. With the continuous spike in number of cases and death toll every day, there has been an environment of stress and anxiety all over the world. Employees are paranoid and their motivation is spiralling down which affects their productivity. To deal with this situation and ease the difficulties and challenges in response to Covid 19, this paper consolidates several strategies that can be used to upscale the motivation of employees in this era. The researcher has undergone through various articles, blogs, and research papers and has explored a list of strategies that can be useful to any organisation if implemented. The findings of the study suggest that providing financial assistance to the employees, prioritising the wellbeing of employees, developing sense of belongingness among the employees, reorienting activities, investing in employee development, encouraging teamwork and collaboration, giving employees the freedom and authority to make decisions, recognising and rewarding employees are some of the strategies that help in boosting up the motivation of employees.

KEYWORDS: *Environment of Stress and Anxiety, Investing in Employee Development, Motivation of Employees*

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