

5 Ways Female CEO Power Will Boost Your Business Success By Michelle Begy

Not every day, or even week, in the office is going to be a good one – that's just reality. But with a strong leader in place and innovative strategies, team morale can be boosted; keeping employees connected, focused and healthy – no matter what life throws at them. Staying motivated – especially when working [...]

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Not every day, or even week, in the office is going to be a good one – that's just reality. But with a strong leader in place and innovative strategies, team morale can be boosted; keeping employees connected, focused and healthy – no matter what life throws at them. Staying motivated – especially when working remotely with only pets or children as co-workers – can prove difficult at the best of times. Add to that the day-to-day difficulties that personal lives can sometimes bring and focusing on work can become a challenge, but it does not have to be. Here are five ways that female CEOs can boost morale and overall business success – whether in the office or working from home – to encourage sisterhood and achieve success with a loyal and motivated workforce, from Michelle Begy, managing director and founder of [Ignite Dating](#).

With flexible hours, job sharing and remote working there is no such thing as a standard working day anymore. Every employee and situation is unique, what works for one person may not work for another, therefore an expectation for management teams to lead with compassion is crucial. As human beings, we respond to empathy and compassion, particularly in moments of difficulty or distress. By illustrating the more human side of the corporate environment and ensuring that all employees have access to the assets and tools that they need to aid them in their role, they will feel supported and encouraged to achieve their best for themselves and also the company.

Rally together when times get tough

When morale is low, it is usually due to a challenge that is affecting the whole organisation. The best way to overcome this is to be open and honest about the situation and encourage all employees to become a part of the solution. Staying connected during the difficult times is just as important as when things are going well. Through the adoption of group chats or conference calls, you can brainstorm potential solutions together and weigh up the pros and cons to execute a well-calculated strategy to combat the challenge.

Promote a good work-life balance

Professional burnout is a growing issue for companies worldwide, with recent statistics showcasing that almost two-thirds of full-time employees' experience burnout at some point during their job. By incorporating processes that highlight the importance of a healthy work-life balance, employees are more energised and upbeat, staff turnover is lower and ultimately the increased morale has a positive effect on productivity.

Encourage interaction outside of the office

Over the course of a lifetime, you will spend 90,000 hours at work. It is no surprise then that those relationships will be instrumental to the success of a business, after all a friendly and collaborative environment is more likely to boost morale and productivity than a negative one. Team building activities and events, whether in the form of team lunches, interactive activities and even monthly happy hours, provide a fun environment for people to interact on a more personal level away from their desks. Don't forget to invite new employees to social events before they begin in their role, to integrate them into the friendly culture ahead of their first day to ease nerves and foster their working relationships with colleagues.

Small gestures can make a big difference

Whether it's a little treat on their birthday or a gift when they achieve their first sale or target, people remember the little things that you do for them. A small token of gratitude may not take too much out of the business, but it lets employees know that you're thinking of them and appreciate the value that they bring to the company.

As human beings, we like to feel appreciated and valued. A simple gesture can make the world of difference to employee morale and it is something that female leaders tend to be more conscious of. With the right leadership, support and by adopting a sense of sisterhood and community amongst not only the workforce but also other female-led businesses, CEOs have the fundamental building blocks necessary to strive for success.

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