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## **INNOVATIVE APPROACH TO MOTIVATION COMPANY MANAGEMENT**

The most important task of modern management is staff motivation management that influence on efficient company activity. The thing is exactly in managers' skills to encourage employees to work with the help of motives formation to reach both company's objectives and personal goals. Properly selected motivational programme will allow a company to develop ways to achieve maximum results of employees' activities.

The main objective of the paper is to demonstrate the importance of employees' motivation as one of the major sources of maximum result achievement of the company activity. It presents an innovative model of motivation of the company employees, which is based on the personal involvement of each employee in gross profit distribution.

Nowadays this problem is investigated by many Ukrainian and world famous scientists among them Douglas McGregor, William Ouchi, David McClelland, Victor Vroom, Stacy Adams and many others. However, their methods of motivation do not take into consideration the modern trends of society development when employees' personal financial interest and the possibility of its growth by means of the profit increase or decrease due to unsatisfactory work results move into the first place.

The evidence of uneven work load distribution and remuneration for the work done is adduced that affects the staff climate and can lead to conflicts between employees leading to work place changes and the company deterioration.

Taking a virtual company as an example, the authors consider the effect of the introduction of a new system of staff motivation developed by means of involving all company employees in gross profit distribution. Initially, the company should determine the minimum level of salaries. Then considering the result of each month, it distin-

guishes a certain percentage of the gross profit as a bonus to increase the fixed employee salary.

In the case if the company incurs losses in the reported month, the salaries of employees are cut by the indicated scheme. However, the amount of the salary after the calculation of the loss amount must not be less than the minimum of the established company salary. The main idea of this theory does not imply the salary reduction but the labor efficiency increase.

The developed method motivates the employees to work more efficiently, as each individual employee is personally interested in obtaining the maximum gross profit. Namely, this method will help the company's founders to bring the business out of the shadow, would negate the theft of the company property, creating work conditions under which every employee will be dedicated to the company.

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