

## The Motivation System Development: Case-Study of the Trade Metal Company in Russian Federation

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**Abstract :** Motivating as the leading function of a modern Human Resources Management involves issues of increasing the effectiveness of the organization in a broader context. During the formation of motivational systems, the top-management of organization should pay equal attention to both external motivation (incentive system) and internal (self-motivation). The balance of internal and external motivation harmonizes the relations between employers and employees, increases the level of job satisfaction by the organization staff, which in turn leads the organization to success and ensures the organization's profitability and competitiveness in the market environment. The article is devoted to the study of personnel motivation system in the small metal trade company, which is located in Yekaterinburg, Russian Federation. The study took place during November-December, 2016 ordered by the Company Director to analyze the motivational potential of work (managerial aspect of motivation) and motivation of personnel (personnel aspect of motivation) with the purpose to construct a system of employees' motivation. The research tools included 6 specially selected tests of motivation, which are: "Motivation profile of your job", "Constructive motivational attitudes", Tests about Motivation of achievements (1st variant: Test by A.Mehrabian by the theory of D.C.McClelland and 2nd variant: Test about leading needs according with the theory of D.C.MacClelland), Tests by T.Elers (1st variant: "Determination of the motivation towards success or to avoid failure" and 2nd variant: "Trends to achieve results or to avoid failure"). The results of the study showed only one, but fundamental problem of the whole organization: high level of both motivational potential in work and self-motivation, especially in terms of achievement motivation, but serious lack of productivity. According the results which study showed this problem is derived from insufficient staff competence. The research suggests basic guidelines in order to build the new personnel motivation system for this Company, which is planned to be developed in the nearest future.

**Keywords :** incentive system, motivation of achievements, motivation system, self-motivation

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