Ikea

Every member of Ikea staff, no matter their pay or status, will be given a £1,200 bonus this Christmas if they have worked there for five years or longer.

The Swedish furniture company revealed it will be putting this loyalty bonus into the pension pots of staff who have worked there for a decent amount of time.

The scheme is called 'Thanks!’ aiming to show gratitude to those who have worked at Ikea for a long time.

Part-time staff will be covered as well, and will be given bonuses which match the amount of hours they have worked.

Ikea’s human relations manager Karin Bergman commented: “We want to be an amazing place to work, where people are happy, thrive and want to stay.

“We know that our colleagues primarily want to work for us because we are a values-based company with a focus on development.”

The money comes out of a £900 million pot to distribute to staff worldwide.

*Source: Telegraph newspaper, 6 December 2016*

2. How might the “Thanks!” scheme motivate the workforce at Ikea? (6 marks)

3. What other strategies might the management at Ikea adopt to enhance motivation within their workforce? (6 marks)

How might a more motivated workforce benefit Ikea? (6 marks)

Waitrose and John Lewis provide a cash bonus to staff linked to profits. Evaluate this method of motivation compared to that of Ikea? (9 marks)