

## ***Fifth Third's Employee Motivation***

Research shows that when employees are happy and engaged, customer satisfaction, productivity and employee retention rates improve dramatically (Emrich, 2006). At Fifth Third Success comes from making sure that every person around you is able to use all of their talents to achieve not only the bank's goals but also their personal goals (Emrich, 2006).

There are three key factors for this. First an organization has to know its own values and those of its employees. Second, it must communicate clearly and constantly. Third, it must provide a challenging and rewarding work environment in which top talent can "fly" (Emrich, 2006).

Companies can learn from Fifth Third and ensure that these values are built in their "Leadership Model" and are consistently communicated, enabled and measured.

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