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**AN ASSESSMENT OF THE EFFECT OF NON-FINANCIAL MOTIVATION ON THE
PERFORMANCE OF EMPLOYEES OF HORMUUD TELECOM
IN KISMAAYO SOMALIA**

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ABSTRACT

The study was an assessment of the effect of non-financial motivation on the performance of employees of Hormuud Telecom in Kismaayo Somalia. The study was guided by the following objectives: To examine the effects of training on the performance of employees of HorTel in Kismaayo Somalia, to evaluate the effect of recognition on the performance of employees of HorTel in Kismaayo Somalia, to assess the effect of promotion on the performance of employees of HorTel in Kismaayo Somalia. This study used a cross sectional study because the study constituted different categories of respondents that were appropriately chosen. The study employed simple random sampling techniques. Simple random sampling technique was used to select respondents from a big population. Both primary and secondary data was collected. The findings revealed that the motivation of employees through the use of training, recognition and promotion as dimensions of reward was effectively implemented at the Hormuud in Kismaayo. It was established that employees were helped to enhance their skills and knowledge mainly through employee job training approach which was however, proved insufficient to impart the intended skills to the employees. Basing on the above findings the study recognized that there is need for intensively training and the study recommended providing exact training to improve knowledge dimensions among employees and clients and to adapt off job training as a result into wider range of skills and qualifications. On the effect of recognition, the study found out that the employees' recognition is one of the potent factors of motivation especially feedback and recommended to adapt using this factor (feedback). The effect of promotion, the employees' advancement is modest because their promotion is very little and recommending to enhance employees' responsibility and give different encouragements. Finally the study recommended rewarding of good performance, avoiding working for very long hours, giving employees their Salaries on time and having time for prayers popularly known as working devotion.