




Motivation and encouragement of nurses in the workplace – the current challenge

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In the healthcare system, nurses represent a key component of patient care. Today's challenges related to motivation and retention of nurses are becoming increasingly significant due to the global workforce shortage, increased workplace stress, and high turnover rates. Nurses often work under extremely difficult conditions, with high workloads and staff shortages. This contributes to physical and emotional burnout, negatively affecting their motivation and desire to remain in the profession. The COVID-19 pandemic has further worsened these conditions, increasing the number of patients and pressure on healthcare workers.¹ Increasing the number of nursing staff to reduce the workload, improving work organization, shorter shifts, and more flexible work schedules can significantly improve job satisfaction. Introducing programs for burnout prevention and providing psychological support can help reduce stress and emotional exhaustion.² Raising salaries and offering financial incentives (bonuses, rewards for outstanding work) have been recognized as important steps in retaining qualified nurses. Education and opportunities for advancement are key to long-term motivation. Organizing continuous professional education, specialization, and providing opportunities for career advancement increases engagement and a sense of achievement. Mentorship programs for younger nurses help transfer knowledge and boost confidence, leading to greater job satisfaction. A culture of recognition within healthcare institutions, where the employer actively acknowledges and praises the work of nurses, can improve the work atmosphere and increase the sense of belonging. Retaining nurses in the workplace is one of the greatest challenges facing today's healthcare system. Only through adopting a holistic approach can the healthcare system ensure long-term motivation and satisfaction among nurses, thereby improving the quality of care provided and reducing workforce turnover.

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LITERATURE

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