

The Secret to Keeping PPIs Engaged and Motivated

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The Public and the Patients are in the heart of modern day health research. In fact, it's these very people who steer relevant research which makes them one of the most vital assets. These individuals, with their expertise and dedication, form the backbone of successful service delivery. The question then arises: what keeps PPIs engaged and motivated? While timely payments and fun activities (workshops and focus groups) are undoubtedly important, the true driver is a bit more profound continuity of engagement and consistent communication.

As an active PPI I sit on many many projects and can whole heartily assure that PPIs thrive in environments where they feel a consistent connection with their projects and their team. This continuity of engagement isn't just about having a steady stream of work; it's about creating a sense of belonging and purpose. When PPIs are continuously engaged, they develop a deeper commitment to their tasks and the organisation. Honestly, it is as simple as that.

Continuous engagement often comes with opportunities for skill enhancement. PPIs who are regularly engaged have more chances to learn new techniques, use new tools, and refine their skills. This not only makes them better at their jobs but also keeps them motivated by allowing them to grow professionally.

Also, regular engagement means more opportunities for feedback and recognition. When PPIs see that their efforts are noticed and appreciated, it boosts their morale and motivates them to maintain high standards of work.

Furthermore, establishing open lines of communication where PPIs can voice their concerns, share ideas, and provide feedback ensures they feel heard and valued.

In conclusion, the secret to keeping PPIs engaged and motivated is no secret at all. It lies in the continuity of engagement and consistent communication. By creating an environment where PPIs feel valued, informed, and continuously engaged, companies can build a loyal, motivated, and highly effective team that is essential for success in today's competitive landscape.