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## FOREIGN PERSONNEL MOTIVATION EXPERIENCE

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**Abstract.** This article presents the features of motivation and incentives for staff at enterprises in various countries of the world. The object of study is the foreign experience of labor motivation. The definition of staff motivation is given, its complexity is justified. The approaches of the three strongest management schools are analyzed to staff motivation in terms of its material component (salary). Material motivation is chosen by the author, since it is the main motivating force in Russia. The features of the American motivation model, individual bonuses to employees based on the results of their work are shown; the experience of motivation in the McDonald's company is studied in more detail. The European motivation model is analyzed: German companies are taken by the example; in addition, features of labor motivation in France and England are given, and a flexible wage system is described. The features of the Japanese motivation model are identified; the main elements of the personnel motivation system in Japanese companies are highlighted. The study concluded that it is necessary to develop actively the system of non-financial incentives for employees. Such system functioning effectiveness will be determined not only by the impact on employees but also by its relevance and viability in the long term.

**Keywords:** motivation; motivation system; bonuses; motivation model; foreign experience of stimulation.

**JEL code:** M 52.

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