**ABSTRACT**

**Objective:** The research objective of the paper is to present the results of an analysis of financial motivational factors supporting the optimization process in the implementation of *Lean Management* concepts on the example of a selected manufacturing company.

**Methodology:** To verify the studied issue, a survey was conducted on the relationship of the influence of financial motivation on the reporting of *Kaizen* requests among the employees of a manufacturing company separately on two groups of employees, that is, two groups of respondents: *GIN=*1582022 and *GIIN*=1372023, using a five-point Likert scale. The paper draws on *Lean Management* and *Kaizen* literature, academic articles, online sources, analyses of data from 2020–2023 obtained from the analyzed company, and empirical results. Mathematical analysis tools were used to describe the research results obtained, allowing for the construction of summaries and the creation of presented conclusions. An estimation model was also developed to allow managers to evaluate existing motivational factors.

**Findings:** The research identified a gap resulting from the communication and information flow process operating within the company. A 4 percentage points increase in the effectiveness of the activities carried out, with a 62% level of non-involvement, was observed, indicating the low attractiveness of the current financial motivation factors as a tool to support optimization processes in the surveyed company.

**Value Added:** By carrying out the research, valuable and practical information was obtained, which has been used by company managers to take measures to increase employee motivation and the impact of the financial motivation factor operating within the company to support optimization processes.

**Recommendations:** The current bonus system in terms of financial incentives to support optimization processes is at an unsatisfactory level for employees. The scoring of applications should be evaluated or the financial value per model evaluation point should be increased.

**Key words:** *optimization, Lean Management* & *Kaizen, cost minimizing, company objectives, factor productivity, profit maximizing, environment and growth*

**JEL codes:** D21, D24, L15, L21,L25, O44