

Part 9:
Bonuses, Labor and Motivation

Money is only one aspect of motivation.


- small amounts of money can move relationships from the social to the financial domain
- large amounts can increase motivation but decrease performance
- we do not operate by simple rules of reward

MOTIVATION = money
meaning
creation
challenge
ownership
identity
pride




How much would a hug,
a glass of beer, or dinner
motivate your employees?





We should think of ways
to motivate and make
people happier besides
paying them more.



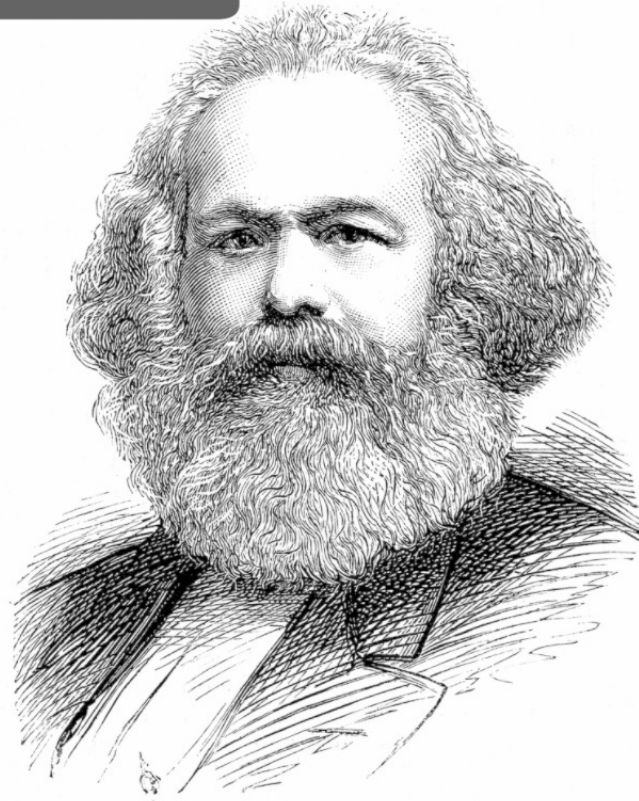


A thoughtful gift can
mean much more
than money.

Efficiency vs. Meaning



Adam Smith



Karl Marx



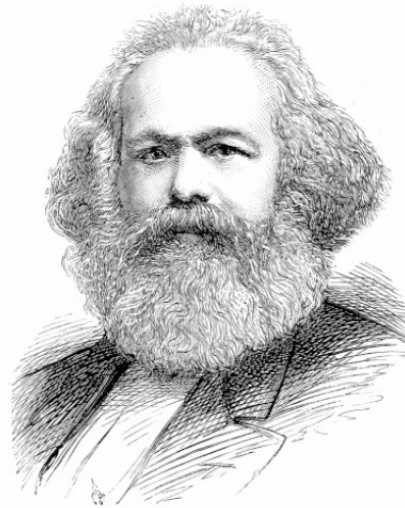
Adam Smith

12 step process:
more efficient when each person
focuses on one of the steps



Adam Smith

pre-industrial
revolution



Karl Marx

post-industrial
revolution

Efficiency vs. Meaning

Adam Smith:

work should be specialized, and
a production line environment
is the most effective.

Karl Marx:

when work has meaning,
people are more connected
to the output.