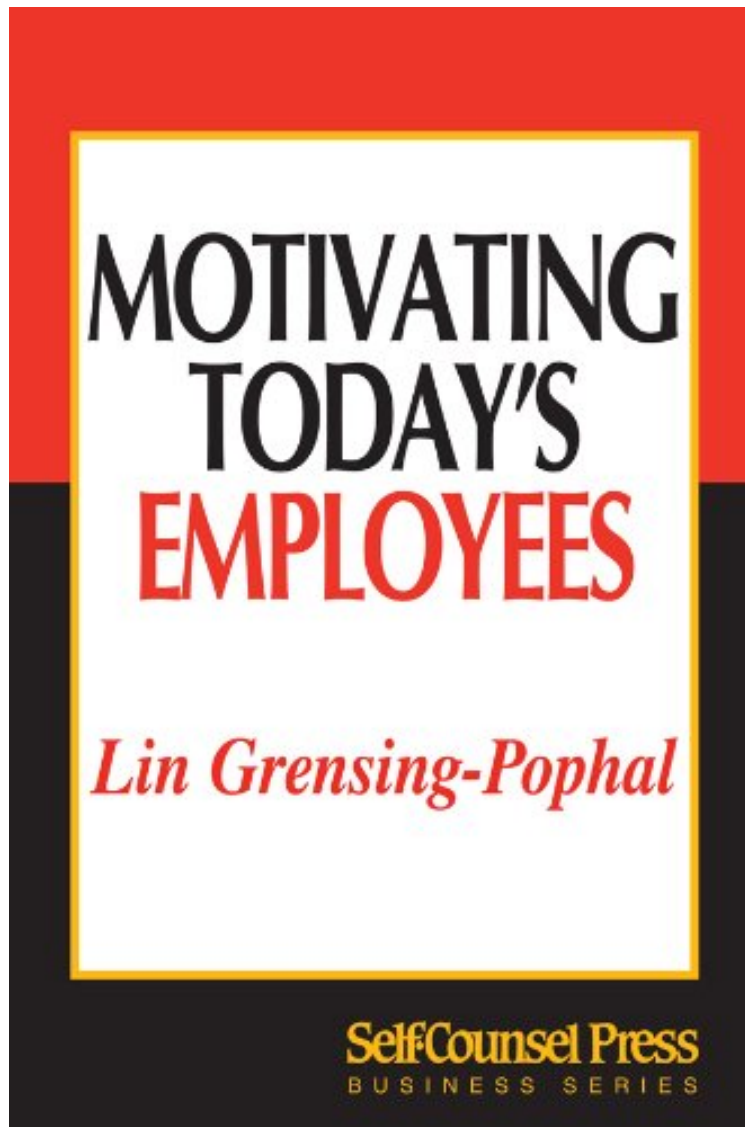


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Motivating Today's Employees (101 for Small Business Series)

Lin Gensing-Pophal

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Lin Gensing-Pophal : Motivating Today's Employees (101 for Small Business Series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Motivating Today's Employees (101 for Small Business Series):

When you are watching the bottom line, it is easy to forget how your employees are feeling about their jobs. But unproductive staff can be one of the biggest threats to that bottom line, as many business owners have discovered to their cost. Motivated employees are effective employees. Learn how to create a favourable working environment and

increase worker effectiveness!

Motivating Today's Employees recognizes that the priorities of today's employees are changing. A favourable work environment and good benefits have eclipsed salaries as the prime concern of the work force. Offering creative options to increase employee effectiveness, this title tackles the job-satisfaction issue head on. ?How do I identify effective motivators? ?Why should my company establish job standards? ?Is it important to involve employees in goal setting and decision making? ?How do I know whether I am hearing what employees are really saying? ?How do I handle problem employees? ?What non-monetary incentives will benefit my employees? ?How can I give workers a sense of 'ownership' of their jobs? Today's employers are forced to concentrate on the bottom line. Successful leaders recognize the need to build a team of happy, creative, and satisfied employees who see the success of the company as a part of their personal success and satisfaction. (2013-04-08)From the Back CoverWhen you are watching the bottom line, it is easy to forget how your employees are feeling about their jobs. But unproductive staff can be one of the biggest threats to that bottom line, as many business owners have discovered to their cost. A favorable working environment combined with good worker benefits has eclipsed salaries as the prime concern of the work force. Here is a book that tackles the job-satisfaction issue head-on. It offers creative options that will help companies increase worker effectiveness. This book will answer the following questions: - How do I identify effective motivators? - Why should my company establish job standards? - Is it important to involve employees in goal setting and decision making? - How do I know whether I am hearing what employees are really saying? - How do I handle problem employees? - What non-monetary incentives will work for my employees? - How can I give workers a sense of "ownership" of their jobs?About the AuthorLin Gensing-Pophal has written many business and employee management articles for general and trade publications, and is the author of five books published by Self-Counsel Press. She is accredited through the International Association of Business Communicators and the Society for Human Resource Management, and is a member of the American Society of Journalists and Authors.