

1001 Ways to Reward Employees



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在线阅读本书

很少有管理理念能像积极鼓励那样有效。事实上，在今天的商业气候条件下，奖励和认同已经变得比以往任何时候都更为重要，因为：

- 管理者用以影响员工并造就他们行为的方法很少。强迫命令不再那么有效，管理者必须越来越像教练那样来间接施加影响，而不是下命令。

- 员工被要求做更多的工作，并且要更加主动地去做。为了不对员工管得太死，管理者需要创造积极的、能鼓舞人们进取的工作环境。

- 人口学预言在后生育高峰时期，员工的数量将会减少，并且他们掌握的技能将比他们的前辈们少得多。这些人有不同的价值观，他们期望工作有明确的目的性，并且能激励他们奋进。

- 在财政紧张的时期，奖励和认同成了鼓励员工做出更出色表现的一种有效的、低成本的方法。

研究表明，员工认为对他们个人工作的认同，比金钱奖励有更大的推动力。然而，很少有管理者能够做出系统的努力，对员工出色完成工作表示过感谢，更不要说做些更有创造性的事情对员工的成就表示认同。

想到这件怪事，我得出结论——大多数经理没有经常对员工进行奖励和认同的主要原因，是他们没有时间和创造性去想出办法来。所以，用一本书来介绍认同和奖励员工的方法是一件有趣而又有意义的事情。

令我高兴而又吃惊的是，研究表明管理者已经使用、并且正在使用的有数百种奖励方法。于是，本书就变成了向更多的读者传播这些信息的工具。

我希望你能使用本书来进行试验，以便了解被认同的威力；我更希望你的公司和员工会变得更加积极、更富有成果、更加喜欢自己所从事的工作。

鲍勃·纳尔逊 于加利福尼亚圣迭戈 Why is 1001 Ways to Reward Employees , with over 1.4 million copies in print, such an extraordinary bestseller? Because a little over ten years ago Bob Nelson took the seeds of an idea and turned it into something indispensable for business. The idea? That it's not a raise that motivates an employee, and it's not a promotion—what really sparks a person to perform are those intangible, unexpected gestures that signify real appreciation for a job well done.

Now, after having worked with thousands of organizations in the years since 1 1001 Ways to Reward . . . was first published, Bob Nelson presents a second edition packed with hundreds of new ideas and examples of how companies are using rewards and recognitions to boost productivity and keep their valued employees happy. Airplane mechanics are rewarded with balloons and pinwheels. Another manager calls his employees' mothers and thanks them for raising such industrious children. There are ideas from the offbeat (The Margarita Award) to the company-wide (a quiet room) to the embarrassingly simple (a hand-written thank you note) to the wacky (the Laugh-a-Day challenge) to the formal (a two-week promotion to special assistant to the president). Each section includes no-cost rewards and low-cost rewards, both public and private, making this new edition an indispensable resource for making the person/achievement/reward equation work.

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