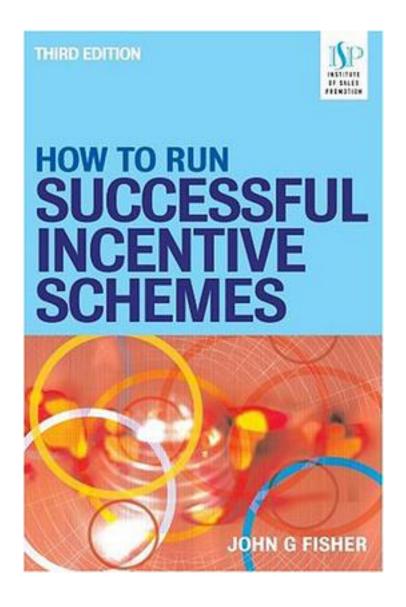# How To Run Successful Incentive Schemes

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The biggest asset for any organisation is a well-motivated workforce. Motivation breeds productivity which in turn generates profit: the key to a healthy future. But how many employees ever reach their potential at their place of work? Almost everyone has the capacity to perform better, and it is a shrewd manager who recognises that performance improvement programmes should be part of any long-term business plan. Clearly set out, this third edition offers practical advice for any manager or director wishing to construct an effective motivation programme or incentive scheme for staff, salespeople or distributors. The topics covered include: the profit potential, the 'human audit', constructing the programme, building the budget, rewards effectiveness, flexible benefits, incentive travel, measuring performance, recognition systems. Using relevant case histories from around the world, this new edition of "How to Run Successful Incentive Schemes" now contains updated information in keeping with the latest developments on the Internet and new software advances. Now endorsed by the Institute of Sales Promotion as a recommended text, it is a must-have primer for anyone with the responsibility for improving performance at work.

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