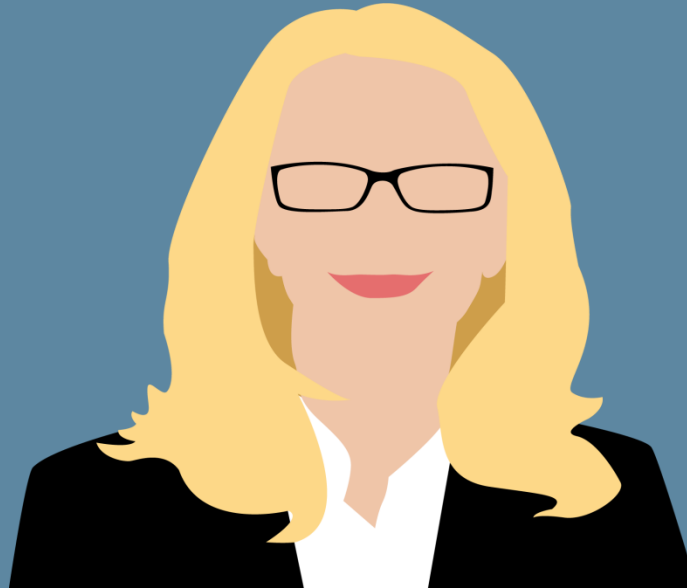


Legal Lunch with Laura



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2014 Lunch Dates

July 22, 2014

September 16, 2014

October 21, 2014

December 16, 2014

*Webinars are held on the third Tuesday of every other month from 12:00 – 1:00 p.m.

Motivating Your Workforce: Simple Ideas for Proven Results

Presentation by
Laura L. Rubenstein, Esq.

Discussion Topics

- How does morale get so low?
- Is it all about money?
- The latest management trends
- Empowering employees
- Policies to include/exclude
- Become a “Best Place to Work”
- Fairness - avoids liability

The Dissatisfaction Trap

- Competitive, adversarial and stress-filled positions can lead to dissatisfaction and high drop out rates
- When a job requires one to disassociate feelings, lose morality, fairness and sensitivity
- Rising to the top is like a pie eating contest “where the prize is more pie.”

Source: Author Kathryn Alfisi, Washington Lawyer, April 2014

High Achievers

- Tend to suffer from anxiety and depression
- Tend to sacrifice personal relationships to achieve business goals
- Do work which may lack meaning
- May not be making a contribution to the betterment of the world

A simple test of morale

Robert Reich's "They" vs. "We" Pronoun Test

Policies Policies Policies

Doing the right thing because it's the right thing to do

Verses

Checking the box to confirm you've "done the right thing" to avoid liability

How Morale Becomes Poor

- Poor pay
- Employees treated like children
- Policies applied unfairly
- Squashed initiative and ideas
- Unnecessary meetings
- Gossip
- Penalize employees for unattainable goals

SOURCE: Susan Heathfield, Top 10 Ways to Destroy Motivation at Work

\$\$\$ MONEY \$\$\$

- Make money a non-issue by paying employees a fair wage
- In fact, pay more than your competitors

Is the “Carrot & Stick” still the right approach?

- The “Sawyer effect”
- Pay for play can decrease motivation/drive
- Adding monetary incentive doesn’t increase a desired behavior
- Do blood donations increase when donors are offered money?

Source: *DRIVE* by Daniel H. Pink

Job Satisfaction Survey for HR Professionals

Very Important factors contributing to job satisfaction:

- Opportunities to use skills & abilities at work
- Relationship with immediate supervisor
- PTO
- Medical Benefits
- Communication b/w employees and senior management
- Autonomy & independence to make decisions

SOURCE: *HR Magazine*, January 2014

What motivates employees?

The story of TOMS shoes

- Launched in 2006
- Every pair sold, TOMS gives away a new pair to a child in a developing country
- Seeking “purpose” not “profit”

What do employees want more than a raise?

- Fair treatment
- Respect
- A voice
- A personal life
- Less stress
- Job security

SOURCE: Geoffrey James, 10 Things Employees Want More Than a Raise

Dilbert, May 18, 2014



Important Benefits of “Best Places to Work”

- Flexible work schedules
- 100% paid Medical and Dental benefits
- Paid maternity leave
- Telecommuting
- Tuition Reimbursement
- Free access to fitness classes/gym
- 401(k) or retirement benefits
- Paid Life Insurance, STD, LTD
- Discount Cell Phone Plans; Company/Store Discounts

SOURCE: Baltimore Magazine, February 2013

Workplace Policies

- Certain policies are required (e.g., EOE, workplace harassment/discrimination)
- Examine your policies to determine whether they are applicable to the entire workforce
- Eliminate those policies that were put in place for that one bad actor

Flexible Work Schedules

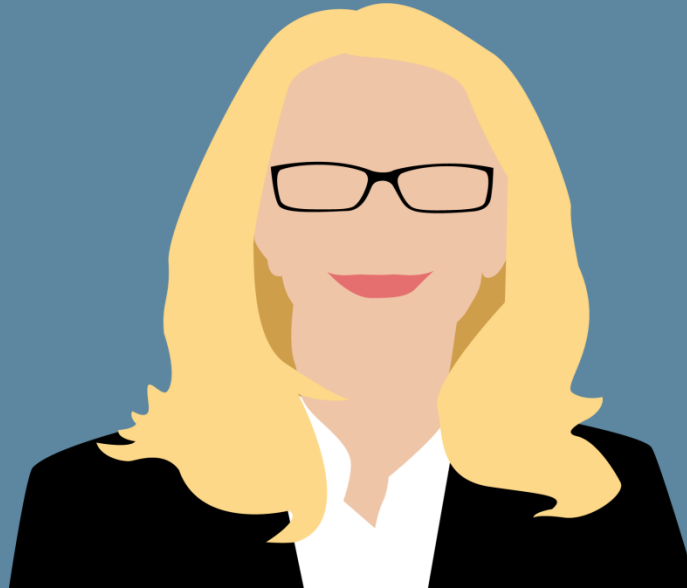
- Most popular workplace trend
- Reduces absenteeism
- Decreases common health problems
- Increases morale
- Creates trust

SOURCE: Bob Nelson, Ph.D., *1501 Ways to Reward Employees*

Now, Implement Changes!

- What practices can you implement now?
- What policies can you eliminate now?
- Can a small change in working conditions improve morale?
- Strive to be a “Best Place to Work”
- Take employee suggestions seriously

Connect with Laura



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