



# **SuperMotivation: A Blueprint for Energizing Your Organization from Top to Bottom**

Dean R. Spitzer

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## SuperMotivation: A Blueprint for Energizing Your **Organization from Top to Bottom**

Dean R. Spitzer

SuperMotivation: A Blueprint for Energizing Your Organization from Top to Bottom Dean R. Spitzer Surveys show that 73% of workers are less motivated than they used to be, and 84% could perform significantly better if they wanted to. Perhaps most shocking of all, a full 50% of workers say they are exerting only enough energy to hang on to their jobs! This crisis needs radical treatment - and that's what Dean R. Spitzer provides with his original, idea-packed strategies for boosting employee motivation and performance.

Instead of focusing on how individual managers can motivate individual employees, SuperMotivation shows you how to "motivationally transform" an entire organization. Based on the autho's firsthand experience with a variety of companies and thousands of interviews, SuperMotivation takes a fresh approach to an age-old dillema. Each chapter is full of immediately applicable techniques that any organization can use to "maximize the bang for its motivational bucks." You'll find hundreds of practical suggestions for motivationally transforming jobs, teams, meetings, suggestion systems, training, performance appraisals, compensation, benefits, and much more.



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