




Greetings: My name is [Ron Hequet](#) ; Consultant and Speaker; **Contributing Author – American Management Association, ‘Leading & Learning Ezine’, ‘Affluent Magazine’, ‘The Advisor’ and Presenter for ExecSense Webinars.**

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Employee Incentive Programs ©

By

Ron Hequet

How does a company set up an incentive program? Most companies are not changing the way they motivate employees, although they should and almost always want to, but don't think they can or know how.

By definition, to induce, to motivate; my question is, an incentive to do what?

Here is an outline of how I have successfully implemented incentive programs.

1. Buy-in: A manager must be able to articulate the goal or objective and what each team or employee's role is to that goal. Management makes the mistake of assuming that the team or the individual's objective and purpose are understood.
2. Motivation: What is the team or individual benefit? Management assumes it is money. A recent survey indicated that 95% of employees say, 'it's not about the money'.

People are driven by 3 basic incentives;

- ✓ Competition – competing business / co-worker
- ✓ Ego – award / recognition
- ✓ Opportunity – More customers served, benefiting others

For more information and real world examples, contact...

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