

# What companies get wrong about motivating their people

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## *The Washington Post:*

A few years ago, behavioral economist Dan Ariely conducted a study at a semiconductor factory of Intel's in Israel. Workers were given either a \$30 bonus, a pizza voucher or a complimentary text message from the boss at the end of the first workday of the week as an incentive to meet targets. (A separate control group received nothing.) Pizza, interestingly, was the best motivator on the first day, but over the course of a week the compliment had the best overall effect, even better than the cash. "When I get the money, I'm interested, when I'm not getting the money, I'm not so interested," Ariely said in a recent interview. "Even relatively small bonuses can reframe to people how they think about work."

Read the whole story: [The Washington Post](#)