

Title: Motivating Others

Production Company: American Management Association

Reorder Information: 1-800-538-4761

Length: 25 Minutes

Synopsis:

As a manager you need to be tuned into what really motivates your workers. “Motivating Others” may surprise you when you learn the results of a recent survey that pinpoints the top-rated employee motivators. After looking at the needs and aspirations of today’s workers, this video demonstrates a concrete set of guidelines to help you-the manager- elicit superior performance from them. Once you discover what matters most to your employees, you’ll be ready to spur them on to greatness.