



With Your Host
Tom Floyd

SHOW HOST

Tom Floyd, founder and CEO of Insight Educational Consulting (IEC), is a dynamic business man and speaker, who has grown a multi-million dollar business guiding Fortune 500 companies in the implementation of change management, workforce performance, and learning solutions. The ultimate combination of a strategic visionary and project leader, Tom is cross trained in business strategy, focusing specifically on organizational change, human performance, and employee development.

GUEST BIOS

Dr. Thad Greene is a tenured management professor and nationally known expert on employee motivation and performance. He is the author of 13 books on the subject of performance and workplace motivation, and his latest book, *Motivation Management*, shows managers how to motivate employees to perform better.

Doug Jensen is the VP and National Executive Compensation Practice Leader of the Hay Group. Doug has 37 years of experience in all facets of human resources, with a focus on reward and benefits. He is the co-author of the Hay Group's *The Manager's Guide to Rewards: What You Need to Get the Best for – and from – Your Employees*.

Rodger Stotz is a VP and Managing Consultant for Maritz Inc. As a Certified Compensation Professional, he is a faculty member for World@Work, and is on the Board of Trustees of the Incentive Research Foundation. He also serves on the Board of Trustees for the Forum for People Performance Management and Measurement at Northwestern University.

Alex Tabibi is the CEO of Perks.com. His scientific background and interest in the fundamental principles of the psychological aspects of rewards on behaviors has been influential on *The Science of Motivation Platform*. He has been profiled in Forbes, Inc., Business Week, The Los Angeles Times, and other major news outlets.

Coaching As An Incentive

MONDAY OCTOBER 8TH, 2007
11AM PT (2 PM ET)

Your company has decided to institute an incentive reward program, but wants to ensure a healthy mix of incentives that foster the behavioral change and motivation that will lead the organization to success.

What are today's corporations using to reward employees within their organizations? And how can coaching be used as an incentive?

Our guests discuss the in's and out's of incentive programs, as well as what you can do to add coaching to the list.

HIGHLIGHTS

A 2002 study by the **Incentive Research Foundation** examined the \$27 billion incentive industry, and found that incentives are more important than ever in motivating employees.

Additional research from the **Society for Human Resource Management's** 2005 Rewards Program and Incentive Compensation Survey Report shows an overwhelming majority of organizations offer a monetary or non-monetary reward program.

Our guests discuss how these reward programs are structured, as well as how coaching is being used to help foster belonging and involvement, leadership trust, recognition, and individual growth and development.

Highlights of the show include:

- How incentive and reward programs have evolved.
- The effectiveness of monetary incentives versus non-monetary incentives.
- The impact of incentives on motivating employees.
- Successes and challenges in rolling out incentive programs.
- Why coaching can be a valuable incentive to foster individual growth and development.
- How coaching can keep people aligned to an organization's overall vision and mission.

For more information on **Insight on Coaching**, feel free to contact Tom directly at tfloyd@ieconsulting.biz

"WHAT SEEMS TO BE HAPPENING OVER THE YEARS IS THAT COACHING IS BECOMING MORE RESPECTED AT THE HIGHER LEVELS. MY EXPERIENCE IS THAT WHEN YOU BRING COACHING DOWN TO OTHER LEVELS WITHIN THE ORGANIZATION, IT SENDS A WONDERFUL MESSAGE TO PEOPLE THAT THEY ARE IMPORTANT."
DR. THAD GREENE

"ONE OF THE PRIME OBJECTIVES OF AN INCENTIVE PROGRAM IS TO KEEP IT SIMPLE. IF YOU DON'T, YOU ARE GOING TO HAVE A VERY DIFFICULT TIME COMMUNICATING TO PARTICIPANTS WHAT'S EXPECTED OF THEM, HOW THE PLAN WORKS, AND HOW THEY CAN ACTUALLY DRIVE THEIR PERFORMANCE TO IMPROVE THE END RESULT."
DOUG JENSEN

"AS AN EMPLOYEE, IF YOU'RE TELLING ME I HAVE TO ACHIEVE SOMETHING AND WORK HARDER, ONE OF MY QUESTIONS IS 'ARE YOU AS AN ORGANIZATION GOING TO SUPPORT ME?' COACHING REALLY DOES MAKE THAT COME TO LIFE, AND DEMONSTRATES THAT 'YES, THE ORGANIZATION IS REALLY TRYING TO SUPPORT ME.'"
RODGER STOTZ

"WITH ONE CLIENT, WE FOUND THAT GROUPS THAT DID NOT PROVIDE MENTORING OR COACHING TO EMPLOYEES EXPERIENCED TWO TO THREE TIMES THE ATTRITION THAN THOSE WHO OFFERED IT. COACHING IS IMPORTANT IN TERMS OF RETENTION, AND ALSO HELPS PEOPLE FEEL LIKE THEY HAVE AN OPPORTUNITY TO RISE."
ALEX TABIBI

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