

## **The Expanded Definition of Incentive**

Too often we associate the word incentive with financial compensation, when what we really mean is to provide someone with the motivation and encouragement to achieve certain predetermined goals.

Providing incentive therefore can go beyond financial reward, and, we would claim, needs to in order to be fully realized. We believe people need to feel invested, welcome and secure for them to succeed. These are the sorts of incentives that can be provided by employees without straining the bottom line. Yet, we often overlook them, considering the financial payment of fees and salaries to be enough.

When we work with people and invite them into our mission we provide them with a sense of mission as well. Often the joy of accomplishment serves as motivation to strive to succeed, just as a supportive work environment will encourage people to work harder.

If your incentive package is comprised only of wages and benefits, we urge you to add some recognition, praise, warmth and support. Then sit back and watch as your enriched incentive program brings you improved performance.