



Progettare sistemi incentivanti (Italian Edition)

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Frederick Taylor, considerato l'ideologo della catena di montaggio introdotta poi alla Ford nei primi anni del '900, giudicava indispensabile un sistema ad incentivi per migliorare la produttività, contrastando l'innata avversione che a suo avviso gli esseri umani nutrirebbero per il lavoro. Taylor è vissuto in un'epoca in cui era ancora normale alternare il bastone alla carota. Oggi, a più di un secolo di distanza, sono ben altre e molteplici le valenze che si riconoscono ai cosiddetti premi di risultato, divenuti fondamentali per favorire la soddisfazione lavorativa e la permanenza in un'organizzazione dei "key people", cioè le figure chiave. Se equità e meritocrazia sono i criteri base che debbono ispirare un sistema incentivante, la sua progettazione richiede che sia legato al raggiungimento di obiettivi effettivamente strategici ed in secondo luogo che venga individuato un corretto rapporto fra costi e benefici. Un modello perfetto, universalmente applicabile, non esiste. Ma questo ebook è una piccola guida in grado di aiutare un imprenditore a trovare le formule più adatte, e allo stesso tempo sostenibili, per la crescita e lo sviluppo della sua azienda.

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