



Energy Institute Ltd, Zagreb, Croatia
High Voltage and Measurements Department

Involvement of people – motivation versus manipulation

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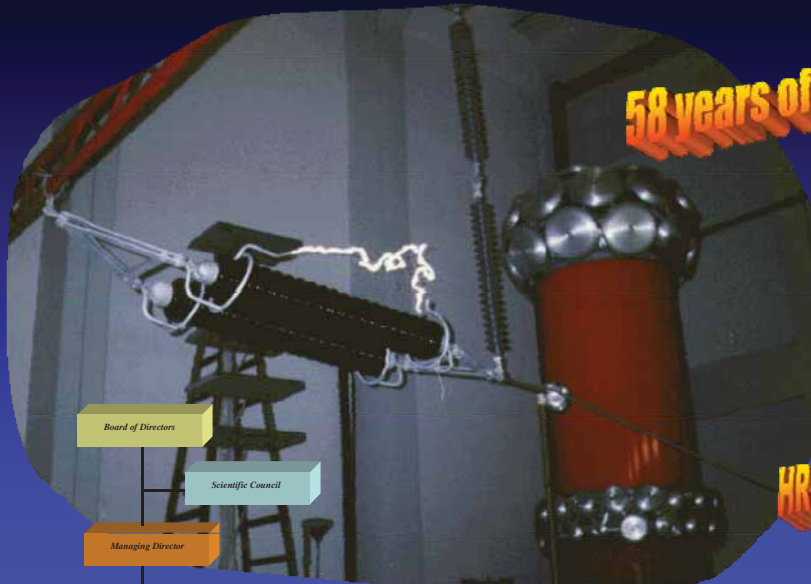
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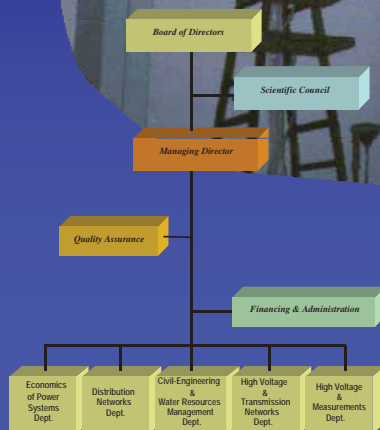
Energy Institute Ltd, Zagreb, Croatia



58 years of experience



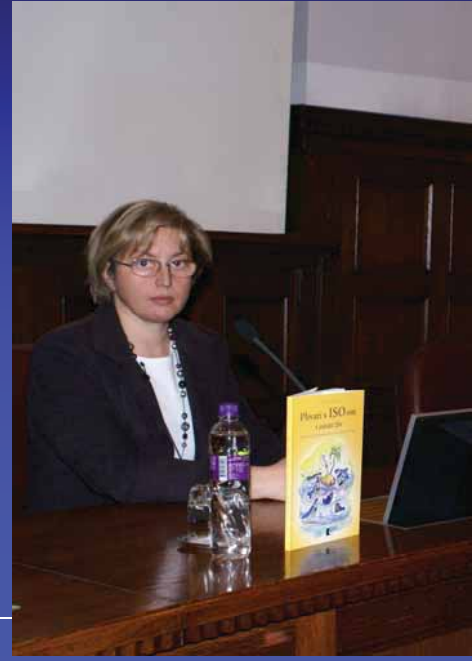
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The High voltage laboratory of the Energy Institute is competent to carry out high voltage impulse and power frequency testing of electrical equipment and protective means for work in electrical power facilities and temperature rise test



Member of managing board of
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Olga Stajdohar-Paden



Why this topic?

*“People at all levels are the essence of
an organization
and their full involvement enables their
abilities
to be used for the organization’s
benefit.”*

ISO 9000, Quality principles



Is it really so?

- Raw materials
- Electrical and other types of energy
- Salaries
- Technological breakthrough

How to gain profit with so many parameters dictated by outside forces?



*”The main production mean is little,
gray,
approximately 1,5 kg of weight,
and lies
between your ears.”*

Kjell A Nordström and Jonas Ridderstrale, “Funky Business”



What is the difference between **motivation** and **manipulation**?

Manipulation - getting somebody to do something because you want them to do it;

Motivation - getting somebody to do something because they want to do it!"

“Motivate to win by Richard Denny



What do people want at work?

- Material benefits
- To feel good about it
- To have a job which has meaning, is useful, is appreciated
- To be accepted as human being
- To make a difference to other people's lives.



Job enrichment (Richard Hackman and Greg Oldham)

- **Skill Variety** – Increasing the number of skills that individuals use while performing work
- **Task Identity** – Enabling people to perform their job from beginning to the end
- **Task Significance** – Providing work that has a direct impact on the organization or its stakeholders (and explaining them this impact, sometimes it is not obvious)



Job enrichment (Richard Hackman and Greg Oldham)

- **Autonomy** – Increasing the degree of decision making, and the freedom to choose how and when work is done
- **Feedback** – Increasing the amount of recognition for doing a job well, and communicate the results of people's work



Techniques

- **Rotating Jobs**
- **Combining Tasks**
- **Identifying Project-Focused Work Units**
- **Creating Autonomous Work Teams**



Techniques

- **Implementing Participative Management**
- **Redistributing Power and Authority**
- **Giving More Feedback to Employees on Their Performance**
 - **ASK people what they want**



New generations

In couple of years = working force

- Looking for answers on-line
 - Communicate with strangers
- Quick answers, quick rewards
 - Information are available
- Commercial-resistant
 - Know their rights
- No authorities



New generations

- They definitely want interesting jobs
- Job enrichment in future will perhaps have different forms, but will be equally important as it always was



I wish you
successful

**quality
management**

in business
and
in private life

OLGA ŠTAJDOHAR-PADEN

Plivati s ISO-om i ostati živ

Šeo je kvaliteta i kako njome upravljati u poslovnom i privatnom životu

