
**THE MANAGER'S
POCKET GUIDE TO
Motivating
Employees**

Shawn Doyle

**HRD PRESS, Inc.
Amherst, Massachusetts**

TABLE OF CONTENTS

Chapter 1	The Importance of Motivation	1
Chapter 2	Hiring and Keeping Motivated People	17
Chapter 3	Motivating Employees to Achieve the Organization's Goals	31
Chapter 4	The Importance of Enthusiasm for Motivation	41
Chapter 5	Performance Development as a Motivating Tool	55
Chapter 6	Coaching to Motivate	71
Chapter 7	What <i>Really</i> Motivates People?	81
Chapter 8	Motivating with Rewards and Recognition	97
Chapter 9	The Importance of Balance in a Well-Motivated Workforce	107
Chapter 10	Putting It All Together (Action Planning)	119
Index	129
About the Author	141