Stone Age Rewards for Cyberspace Employees

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What is „Stone Age“?

- A world in which survival (of the fittest) is the name of the game.
- A world in which the purpose of work consists of feeding myself and my family.
- A world in which „work“ is defined as killing the animal (on my own) and collecting berries.
- A world where people die when they no longer can work.
What is „Cyberspace“?

• I can choose the meaning of work because my family doesn‘t depend solely on my income.
• I use my right hand to support my intellectual activities at work.
• I live in a world of multi-tasking, multiple realities and virtual partnerships.
• My „profession“ most likely covers several occupational activities.
• „Old age“ is almost as long as „Work life“.
What is „Rewarding“?

• Linking actions to results and to compensation is based on the assumption that we pay people for what we want to get and that we don’t get what we don’t pay for. This is the Stone Age definition of rewarding.

• Combining various reward instruments for reaching multiple goals like short- and long-term is based on the same assumption. This is the Cyberspace application of the Stone Age definition of rewarding.
What is wrong with this approach?

What will you do in the future?

• „Pay for performance“ is no longer your primary focus – you don‘t drive a space shuttle to go to the shopping center!

• You become an „expert in reward culture“, providing maximum autonomy, mastery and purpose to your colleagues at work.

• Do you know how to transform a culture?

• Check your motivation and skill set for the next century approach to rewarding!