



Mythos Motivation: Wege aus einer Sackgasse

Reinhard K. Sprenger

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Motivationspritzen durch Prämien, Urlaube, Geschenke haben sich in den Köpfen vieler Unternehmer als notwendige Methode festgesetzt. Sie gehen davon aus, daß Mitarbeiter dadurch zu Höchstleistungen gebracht werden können. Sprenger argumentiert sehr raffiniert dagegen. Seiner Ansicht nach verliert durch diese versprochene Belohnung die Arbeit ihren eigentlichen Zweck. Die Kreativität bleibt auf der Strecke, weil nicht mehr um der Tätigkeit willen, sondern nur noch wegen des Köders gearbeitet wird.

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