



Motivation In The Workplace: A Procter And Gamble Case Study

Gabriele Napolitano

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The topic of motivation in the workplace is becoming recognized as an issue of growing importance not just for employees, but also for organizations themselves. This book was born of an interest in the practical actions that can lead to an increase in staff motivation, rather than in the many and varied motivational theories which exist. Because of this I chose to undertake a behavioral analysis of a company which is not just a market leader in their own industry (consumer products) but which is also one of the most important and influential companies on a global scale; Procter & Gamble. As such, we will discuss the type of results which emerge from this company's conduct and initiatives in regards to workplace motivation, paying particular attention to their in-house initiatives of Promote from Within and Diversity and Inclusion. The topic of motivation in the workplace is becoming recognized as an issue of growing importance not just for employees, but also for organizations themselves. This dissertation was born of an interest in the practical actions that can lead to an increase in staff motivation, rather than in the many and varied motivational theories which exist. Because of this I chose to undertake a behavioral analysis of a company which is not just a market leader in their own industry (consumer products) but which is also one of the most important and influential companies on a global scale; Procter & Gamble. As such, we will discuss the type of results which emerge from this company's conduct and initiatives in regards to workplace motivation, paying particular attention to their in-house initiatives of Promote from Within and Diversity and Inclusion.

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