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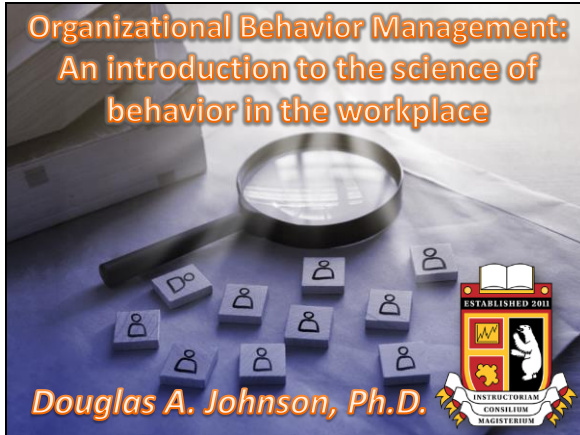DOUGLAS A. JOHNSON
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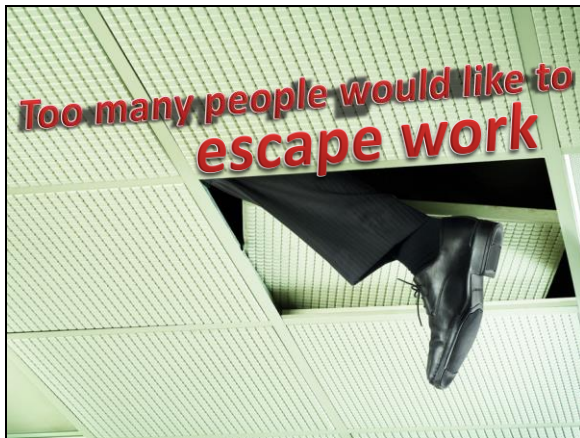Kinneret Academic College, Israel
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Slide 1

Slide 2

- Work as an aversive concept
- Most of our waking lives are dedicated to this aversive activity

Slide 3

- Can more be done?
- Example of an inherently boring job

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Slide 4

Most sports, games, and hobbies are really boring when you look at the actual activities

- Most activities we enjoy tend to be boring if you analyze the behaviors without context

Slide 5

The surrounding context keeps the repetitive tasks from being boring

- Although the task may be boring, that does not mean that the environment has to be boring

Slide 6

Work could be designed to be just as exciting and rewarding

- If we can make other activities enriching, then why not the world of work?

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Slide 7

- Work is awful because we make it awful
- Too often work is characterized by extinction and punishment

Slide 8

- Management tries to fix by finding the magic perfect employee who will work hard despite the terrible contingencies
- Employee who will do the job with enthusiasm for years despite constantly being ignored and neglected

Slide 9

- Some supervisors are almost offended at suggestion that we can do more to better manage the contingencies
- We show kindness to new employees, but that doesn't last
- Shoulda outta wanna do their jobs

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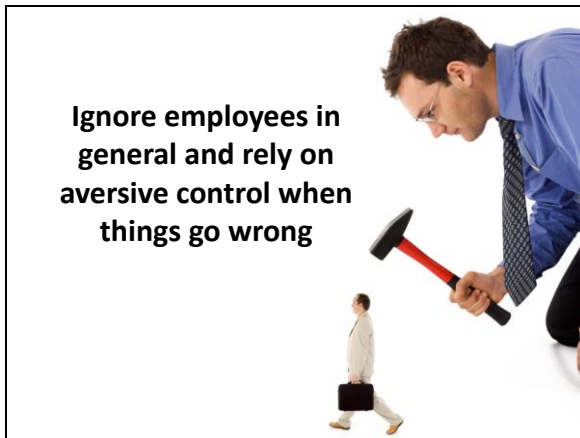Kinneret Academic College, Israel
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Slide 10

- Typically manage via subtle threat
- Weekly wages enable a standard of living, which is constantly threatened by supervisors

Slide 11

- We tend to ignore employees until something goes wrong, at which point the threats stop being subtle

Slide 12

- This patterns repeats with greater intensity

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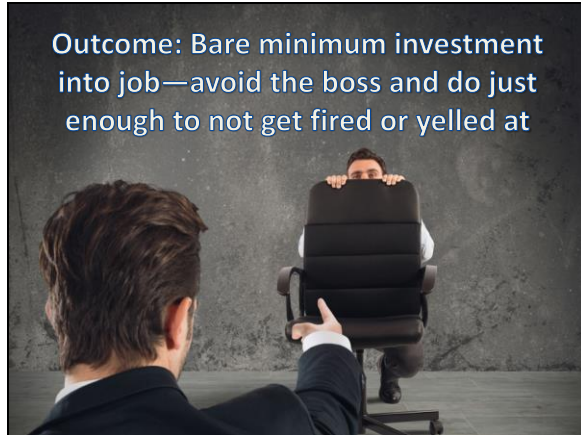Western Michigan University
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Slide 13

- All too common outcome: Employees who do the bare minimum and no more
- Just enough to avoid the scorn of management

Slide 14

- Behavior analysts like to measure behavior and collect data
- Employees will claim their particular jobs can't be measured, mostly because measurement historically means undesirable attention

Slide 15

- Common sense interventions lead to temporary enthusiasm and no lasting change

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Slide 16

- Employees can be safer, more productive, and more satisfied
- OBM is bigger than making companies more money, it has the potential to improve the world in a meaningful way
- Imagine the impact on our culture and our world if our working lives were better

Slide 17

- Clear and effective antecedent—pinpointing, training, and clarification

Slide 18

- Better use of consequences—monetary incentives, recognition, praise, and feedback
- Proper delivery is key

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Slide 19

- Aligning the antecedents, behaviors, and consequences for the individual employees, supervisors, and organizations as a whole
- Producing value for everyone

Slide 20