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FOR IMMEDIATE RELEASE:

National CEO survey shows low employee moral has hit the workplace

Company leaders strike back with tactics that support hires and inspire productivity

(SHERMAN OAKS, Calif., Oct. xx, 2008) Low employee morale – in a business, it’s contagious, sometimes deadly and one of the last things a company leader wants spreading throughout the workplace. But yet with the economic uncertainty of late, many of today’s top CEOs are seeing slumping employee morale seep into their otherwise healthy businesses. In fact, 73 percent of CEOs link suffering staff attitudes to the economic climate, according to the 2008 Management Action Programs Inc. (MAP) Quarterly CEO Survey conducted by MAP (<http://www.mapconsulting.com>) and Vantage Research (<http://www.vantage-research.com>). However, as low employee morale is hitting the workplace, these same leaders are striking back with effective tactics designed to support hires and inspire productivity.

“Low employee moral, regardless of its cause, is infectious, and it must be stopped immediately,” says Lee Froschheiser, president/CEO of MAP, a veteran business-consulting firm that has accelerated sustained growth for over 13,000 companies and 160,000 executives since 1960. “Interestingly, the majority of the CEOs who have experienced a drop in employee morale have also rated revenue growth as their number-one priority. But the growth won’t fully happen unless the low morale is addressed. The first step in tackling this is acknowledging it exists, which is what many of the surveyed CEOs are doing. The next step is to motivate your hires, which will help spur and inspire productivity.”

How are CEOs motivating their staffs? The MAP survey indicates that certain types of motivation are key. When asked to choose the most effective of nine popular ways to motivate, the respondents’ top-three picks included “financial rewards/benefits,” “communications/keeping employees informed,” and a “quality of workplace culture.”

“Money talks, especially in a hard-hit economy, but a bonus or financial incentive isn’t the only conversation on the table,” Froschheiser says. “We’re seeing CEOs improve the energy within their companies by being transparent about their successes and failures, and just keeping the lines of communication open. And they’re also challenging them to set higher goals, empowering their hires, glorifying their works, and

demonstrating their role in the company's future. These tactics may seem fundamental, but these basic strategies really do work.”

In addition, the survey uncovered other newsworthy topics, including:

- **Workers are “staying put,”** as 77 percent of CEOs say their companies are not experiencing high levels of voluntary employee turnover.
- **CEOs are seeking ways to contain costs.** They're focusing on cost containment as much as revenue growth.
- **Company leaders predict the beginnings of economic recovery in late 2009.** Since January 2008, optimism about a recovery has waned, according to previous quarterly MAP surveys.

For more information, visit: <http://www.mapconsulting.com/>.

About MAP

Management Action Programs Inc. (MAP) offers business leadership training and consulting services to organizations nationwide through its Western U.S. offices. MAP has an active alumni network, providing its supporters online seminars and value-added communications.

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