

The following information is not intended to be factual but is part of a class assignment on writing social media news releases at the S.I. Newhouse School of Public Communications, Syracuse University, October 2018. All information is intended to be sourced appropriately.



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The following are suggested communications messages/talking points that may help inform the media and the general public on Dan Pink's speech, "The Puzzle of Motivation."

- The candle problem was created in 1945 by Karl Duncker. The key of the candle problem is to overcome functional fixedness.
- Sam Glucksberg timed how quickly groups could solve the candle problem. The group that was given monetary incentives took three and a half minutes longer to solve the problem than those who were motivated by beating the average time.
- Glucksberg repeated the experiment and eliminated functional fixedness. This time, the monetarily incentivized group solved the problem fastest.
- Rewards concentrate the mind and narrows focus.
- Dan Ariely gave MIT students a variety of games and offered three tiers of rewards. The larger the reward, the better the mechanical performance and the poorer the creative performance.
 - Even in Madurai, India, people performed the worst when offered the highest reward.
- The London School of Economics looked at 51 pay-for-performance companies and found that financial incentives result in a negative impact on overall performance.
- If we really want better performance within our companies, we must utilize autonomy, mastery and purpose.
- Atlassian is an Australian software company that, once a year, instructs its engineers to work on anything they desire, and they then present their work the next day. At Google, employees dedicate 20% of their time to autonomy.
- A Results Only Work Environment is where people do not have schedules, and, within these environments, performance improves across the board.

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- In the mid-1990s, Microsoft started Encarta utilizing monetary incentives. A few years later, Wikipedia was started and used autonomy, mastery and purpose. Wikipedia became more successful.
- There is a mismatch between what science knows and what business does, but if we repair that mismatch, maybe we can change the world.

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Works Cited

<https://www.youtube.com/watch?v=rrkrvAUbU9Y#action=share>