# Homework 6 – Motivation & Job Satisfaction

## Objectives:

1. To practice applying concepts covered in Chapters 8 and 9
2. To engage in critical thinking
3. To practice writing skills

## Directions:

Twitter, the social networking site with the little blue bird logo, struggled in 2016. They were losing active users, and stock prices were dropping. Several news outlets reported on Twitter’s issues (see links below). One issue is that Twitter is losing employees who are unhappy with their jobs (in addition to lay-offs). The Guardian (first link) reported that,

“There has also been an exodus of staff, with the company ditching senior management, including the chief executive, Dick Costolo, and [other staff.](http://www.theguardian.com/technology/2015/oct/13/twitter-job-losses-global-restructuring-plan-jack-dorsey) Former employees describe the environment as stressful. ‘It’s just not a very happy place to work,’ one [told the Guardian](http://www.theguardian.com/technology/2015/jul/29/twitter-facebook-fixation-growth) shortly after Costolo’s departure last year.

Little appears to have changed in the intervening months. Among reviews both negative and positive of the company on [Glassdoor](https://www.glassdoor.com/Reviews/Twitter-Reviews-E100569.htm), a review site for workplaces, one described the environment as ‘very bro-y’ with a ‘very political climate’ as recently as January. That reviewer suggested the company ‘hire less bros’. Another said, ‘Management changes are a constant distraction. Compensation and performance reviews are constantly changing.’”

Twitter has decided to offer restricted stock options (stock that can only be accessed after a certain amount of time with the company) as additional compensation to try to retain employees. Imagine that you are an external IO consultant that has been contacted by Twitter. You are expected to write a 2 paragraph response (double spaced, Times New Roman, 12 pt font w/ 1 inch margins) that uses what you have learned about motivational theory and job satisfaction to answer Twitter’s questions:

1. Will their stock option offer result in more motivated and satisfied employees?
2. What would you do to improve job satisfaction?

## Links:

<http://www.theguardian.com/technology/2016/mar/10/twitter-unhappy-employees-cash-bonuses>

<http://www.economist.com/blogs/economist-explains/2016/02/economist-explains-5>

<http://time.com/4216413/twitter-stock-user-growth-users-twtr/>

<http://www.cbsnews.com/news/the-trouble-at-twitter-more-than-job-cuts/>

## Submission Instructions:

This homework is due April 11th by class time. It should be submitted electronically through Blackboard.