Mark Lucernas

Michael Zimmerman

ENGL 205

17 June 2020

The Warehouse: Progress Notes 2

I find it interesting that the book has portrayed how the Cloud pickers and packers can easily get caught on their work to reach and stay on the green line (reaching optimal employee rating). Similar to how Zinnia, immediately during her first week at the MotherCloud, obsessed over the line in her CloudBand turning green by working as best as she could. The good feeling when you achieve something with hard work, no matter how trivial the pay-off, is in itself a reward. Simply standing out from everyone makes you feel motivated to keep on going and give your best regardless of the consequences. As simple and unsettling as it may sounds, Gibson Wells’s character is demonstrating a solution that may get significant amount of negative feedback from people but is collectively effective. By setting such a simple goal as getting a green line, allows people to be laser-focused on the task at hand and be more productive. Much to the success of the Cloud empire, this is an effective way to keep employees on their toes.

"A herd is only as fast and strong as the slowest member" (109). Well’s disciplined upbringing and over-achieving work ethic taught by his father played a big role that steered the direction of his company. He really cared about his employees and gets excited about giving people an actual sustainable living. In the end, he was very successful and admired by people. The same reason why he wanted his employees to work as hard as he is, but it doesn’t seem to be agreeable and appreciated by many. The CloudBand, having to automate and streamline the managing of the performances of his employees and push them to be as efficient as possible, the psychological effects puts a greater mental strain on the workers. The effects cascade down not only after work shifts but also affects their personal lives. I can only imagine how terrible it is to swipe your wrist onto everything to interact with your surroundings. On top of that, everything is controlled and recorded by the people in power. It is near impossible to sneak out and light a cigarette to blow off some steam or take your time in the bathroom watching some random videos on your phone. How surprisingly people in the book desired to work at such a company. Has the economy tanked that low for this environment to be desirable?

Works Cited

Hart, Rob. *The Warehouse: A Novel*, Crown Publishing Group, 2019