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excellence is not

optional, it is

mandatory. □ □ Zeynep

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In Employees To

The Good Jobs  
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Strategy: Zeynep Ton

And that is what The  
Good Jobs Strategy is  
about—how companies  
can use operations to  
deliver good jobs to  
employees, strong  
returns to investors,  
and low prices and



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good service to  
customers all at the  
same time. The good  
jobs strategy is not  
just a book title, it is a  
concrete strategy.

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superior value for  
employees,

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operational choices

that increase

employee

productivity,

contribution, and

motivation.

The Good Jobs

*Page 10/32*

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Strategy Free

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The "good job

strategy" does not

rely on a hefty

investment in staff

alone. It requires a set

of four operational

decisions consistently

upheld, and rigorously

applied. All these

companies have

limited the number of

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products and services  
they offer to a basic

set of the necessary

and important.

Lower Costs And

Zeynep Ton □ Author,

Speaker & Adjunct

Associate Professor

...

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Employees to Lower

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Costs and Boost  
Profits (New Harvest,  
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Almost one in four  
American working  
adults has a job that  
pays less than a living  
wage. Conventional  
wisdom says that's  
how the world has to  
work.

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Help companies thrive  
by creating ...

She is the author of  
The Good Jobs  
Strategy: How the  
Smartest Companies

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to Lower Costs and  
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HUMAN ...

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we work directly with  
companies on their  
good jobs journeys  
and also offer them  
workshops,  
assessments, and  
free tools and  
resources on our  
website. In addition,



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we work with

investors and

professional service

firms so that they can

spread good jobs. Our

ultimate goal is to

help improve 10

million low-wage jobs!

The "Good Jobs"

Strategy: Developing

Employees ...

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Solution: Get the

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## In Employees To

## Lower Costs And

## Boost Profits

reprint. In 2016 the median hourly wage of the country's nearly 9 million retail workers was \$10.37; it was \$9.50 for the more than 7 million restaurant workers.

Both figures put employees below the poverty threshold for a family of four — even those working 40 hours a week, which

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many employers

don't allow.

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Why Good Jobs Are

Lower Costs And

Good For Businesses

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Strategy Investing in

making entry-level

jobs good jobs

stabilizes churn and

helps create a culture

of ownership and

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growth within your organization. Wages

alone can't be

Invest

considered in isolation

from the effects of

well-trained, highly

motivated employees

on other areas of

business.

The Case for Good

Jobs - Harvard

Business Review

The Good Jobs

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StrategyThe Good  
Jobs Strategy. Her big  
idea is that

Companies Invest  
In Employees To

provide employees a

decent living, which

includes not just pay

but also a sense of

purpose and

empowerment at

work, can be every bit

as profitable as

companies that strive

to keep their labor

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costs low by paying  
the minimum wage

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The Good Jobs

Strategy: How the

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Invest ...

In The Good Jobs

Strategy, Ton takes

on the idea that

companies enhance

their profits and long-

terms success by

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minimizing labor costs  
and worker security.

Ton's approach is to

look at the sector that

is seemingly most

dependent on a low-

wage strategy, low-

cost retail.

Opinion | The Good

Jobs Strategy - The

New York Times

Good Jobs Institute

serves leaders who

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want to improve the jobs and lives of their employees while boosting their company's performance. We offer tools, case studies, videos, and other content to educate and inspire change. As a nonprofit, we partner with companies to both support and



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Jobs journey.

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OECD Jobs Strategy

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company's unique

culture in an

increasingly

competitive

employment

environment to attract

job seekers that

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pillar of the OECD

Inclusive Growth

initiative since labour

market outcomes are

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What is the Good

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Good Jobs Institute

The Good Jobs

Strategy outlines an

invaluable blueprint

for any organization

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that wants to pursue a sustainable

competitive strategy

in which

everyone—employees, customers, and

investors—wins. Read

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Strategy' and

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Precarious Faculty

Employment ...

Good Jobs! ☐

Fortune's 100 best 12

years in a row ☐

Decent pay ☐ Entry-

level managers

\$35-40K ☐ Bonus ☐

Stable schedules for

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all managers and  
most full-timers ☐

Opportunity for Invest

success and growth ☐

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