

What about performance based pay, I hear you cry? Pay more for better quality. The problem with that is, it doesn't work.

Dan Pink, in his FLIP Manifest gives just one example of research done on this. The US Education system. They spent millions on linking teachers pay to their students performance. In 2011, Roland Fryer of Harvard Business School examined this programme in 200 schools.

His conclusion? "Providing incentives to teachers did not increase student achievement in any statistically significant way". Paying more just doesn't give you better - not always. Actually, going back to Mr Pink, he just suggests pay everyone slightly more than they expect - take money off their minds, and sit back and enjoy the fruits of their creative labours!

Rewards can blind us to the real value of a task - both from the users perspective and the controllers perspective. It is easy to think that quantity is more important than quality. You want those followers on twitter, you want those likes on Facebook. But ask yourself, how will they help in the long run? If that is all you want, great, go for it. If you want something meaningful and you want quality, find another way to appeal to peoples creative side.

I was just finally reading Daniel Pinks: Drive (all the way through, rather than skimming!) and found this great and very relevant excerpt:

Carrots and Sticks: the seven deadly flaws

1. They can extinguish intrinsic [motivation](#)
2. They can diminish performance
3. They can crush creativity
4. They can crowd out good behavior
5. They can encourage cheating, shortcuts, and unethical behavior
6. They can become addictive
7. They can foster short-term thinking

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