

NATIONAL BOSS DAY SHEDS LIGHT ON CHALLENGES MANAGERS FACE IN DIFFICULT ECONOMIC CLIMATE

Best-selling author shows managers how to get the best results from employees in tough times

October 14, 2009. (San Diego, CA). On Friday, October 16, 2009, workplaces will celebrate National Boss Day, a time for employees to thank their bosses for the job they do, and also to realize the daily pressures bosses face.

Individuals often fail to think about the challenges of being the boss, which is why Patricia Bays Haroski registered the holiday in honor of her boss (and father) in 1958. "Especially in today's economy where managers are squeezed from executives above and employees below, bosses face a constant barrage of negativity," says motivation expert Bob Nelson, best-selling author of a new book, *Keeping Up in a Down Economy: What the Best Companies Do to Get Results in Tough Times*. "Employees, thank your managers for all they do. They deserve that recognition, plus it's a great step toward having them better recognize your efforts."

As for Dr. Nelson's advice to help managers weather the stresses of their job: "Any manager's job will be easier if s/he focuses on the short list of items that are most important to employees and will most impact results." The top employee motivators based on Nelson's research are:

- **A clear and compelling direction:** Bosses need to inspire their employees to be excited about their work and the difference it makes.
- **Direct, open and honest communication:** Frequent and effective communication is the leading way to show employees trust and respect.
- **Employee involvement and initiative:** Managers need to ask employees for their ideas and include them in decision-making.
- **Employee autonomy, flexibility and support:** Employees need a say in how they do their work and support when they make mistakes.
- **Career growth and development:** Tough times provide many opportunities for employees to learn and take on additional responsibilities.
- **Recognition and rewards for high performance:** During down times, the need for employees to feel valued for their efforts greatly increases.

Especially now, these elements set great bosses apart from the rest. "While there are many business issues a manager cannot control, there are others they

can impact directly in positive ways,” notes Dr. Nelson. “Focusing on these key elements is important in good times --- and can mean the difference between success and failure in tough times.”

In *Keeping Up in a Down Economy: What the Best Companies do to Get Results in Tough Times*, (<http://www.keepingupbook.com>), multimillion-copy bestselling author Bob Nelson, Ph.D. (*1001 Ways to Reward Employees, Managing For Dummies*), provides a blueprint for enhancing employee morale, performance and productivity in a challenging economy – all without spending a lot of time, money or resources.

According to Dr. Nelson, “This book arms managers with the insights and best-practice examples needed to keep employee focus and energy where it needs to be so any business can emerge stronger and more competitive from these challenging economic times.”

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