

WHY DEMOTIVATE YOUR WORKERS?

Make more money, get your staff to work harder and keep control of every employee who works for you. These are just some of the secrets revealed in Dr. Young's Guide to Demotivating Employees, a groundbreaking resource that will make even the most hard-nosed boss appear soft. Based on years of research, this book is the best investment you can make in your company's future. It tells you everything you need to know to demotivate your employees and shows you how to make each and every worker more productive than you ever dreamed possible.

You'll discover how easy it is to:

- Hire cheap workers—who will worship the ground you walk on.
- Assert yourself as the leader, and take credit for every "right" decision.
 - Ensure your employees accept the blame for your errors.
 - Get your workers to pay for their own office supplies.
- Cut the amount of time your employees waste in the bathroom.
 - Split the costs of business travel with your workers.

"I guess he knows his stuff pretty well."

—**Dick DeBartolo**, MAD Magazine's maddest writer and The Giz Wiz.

"Mark Young has the unique ability to demotivate his coworkers, his bosses and his clients simultaneously. He obviously knows what he's talking about."

—**Lois Whitman**, president HWH Public Relations

"Dr. Young is quite possibly the greatest demotivator of all time. He not only manages to demotivate me when he calls, he demotivates my whole office."

—**Mark Silverman**, president Silverman Business Services.

"Everybody was always demotivated when they left his ice cream shop."

—**Ruby Begum**, manager, Häagen-Dazs, New York.

"Mark Young demotivates me more than all of my other patients combined."

—**Dr. William Hammond**, Mark Young's chiropractor.

"Dr. Young gets results. I've worked with Mark several times and he always manages to demotivate everybody around him."

—**Greg Rapport**, VP Rapport Communications.

"This book is the most demotivating project I've ever worked on,"

—**T.R. Patrick**, illustrator.

The ultimate guide to demotivating your employees. This book not only puts you in control, it ensures that your workers give you the respect you think you deserve.

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Dr. Young's GUIDE TO DEMOTIVATING EMPLOYEES



Dr. Young's GUIDE TO DEMOTIVATING EMPLOYEES

*How to Dispirit, Dishearten and
Demoralize Your Workers*



MARK GEOFFREY YOUNG

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PREFACE

I started writing this book while I was working for a small company that was filled with more unhappy employees than I'd ever encountered in one place. In fact, every person who worked for this organization talked about quitting on a daily basis. Few of them did.

While most organizations would be concerned about this state of affairs, the owners simply swept the problem under the carpet and did absolutely nothing. Why? They knew that there was no such thing as a talented, happy, worker (all talented employees are bosses) and used this to their advantage.

Rather than trying to motivate their workers with bonuses, raises and incentives, these innovative thinkers demotivated their workers with platitudes, insults and uncaring comments—and watched their income grow. Instead of dealing with worker complaints, they tackled the real issues—increasing profits, reducing costs and coming up with ways to make their employees work harder.

While their workers may have been unhappy, the owners knew that very few of them would ever leave. Why? They were scared. While the workers' jobs may have been meaningless, the employees earned enough to pay their mortgage, feed their families and make the minimum monthly payments on their credit cards—even if some of them had to work a second job.

What surprised me the most, was the fact that almost all the workers were resigned to their fate. While the employees would have liked the owners to speak with them, they didn't expect it. The owners used this to their advantage by getting nastier

and meaner at every opportunity, hoping that their fat, lazy employees would pack their bags and walk out the door, so they could be replaced with cheaper models who would work harder.

If this sounds like a bad way to do business, ask yourself: are you in business to make friends or money? If the answer is to make money, keep reading. If not, put this book down and enroll in one of those expensive seminars that shows you how to motivate your employees so they can take advantage of you, your niceness and your company.

Dr. Mark Geoffrey Young

New York, New York



THE WORLD'S 25 GREATEST DEMOTIVATORS

“Realizing that your workers are ignorant and unable to achieve anything without your help, makes it easier for you to obtain a feeling of superiority.”
—Dr. Mark Geoffrey Young

Randy Newman
Josef Stalin
Dana Plato
Augusto Pinochet
Mao Tse-Tung
Donald Trump
Pol Pot
Leona Helmsley
Idi Amin Dada
Naomi Campbell
Benito Mussolini
Britney Spears
Saddam Hussein

Imelda Marcos
Osama Bin Laden
Genghis Khan
Francisco Franco
Nicolae Ceausesco
Gary Coleman
Paris Hilton
Manuel Noriega
Charles Manson
Anna Nicole Smith
Lindsey Lohan
David Berkowitz



INTRODUCTION

WHY SHOULD YOU DEMOTIVATE YOUR WORKERS?

*"I've worked for assholes all my life. Now it's my turn to be the asshole."
—Dr. Mark Geoffrey Young*

Nobody can deny that the workforce has undergone dramatic changes over the last thirty years. And all of these changes have cost you, the employer, money. Even though your employees are totally coddled and have it easier than ever before, they're still not happy. Just look at the benefits your workers get: sick days, paid vacation days, personal time and maternity leave, to mention a few. And no matter how much you give, your employees keep taking.

This book is designed to help restore you to your rightful position in the workplace—that of a god. People respect gods. They don't argue with gods. They don't complain that they're not fair. In fact, they expect gods to be unfair.

The sooner you put yourself on this pedestal, the happier you'll be—and the less you'll have to deal with your workers. Instead of coming to you with problems and badgering you with questions, your staff will keep their distance and give you the respect you think you've earned.

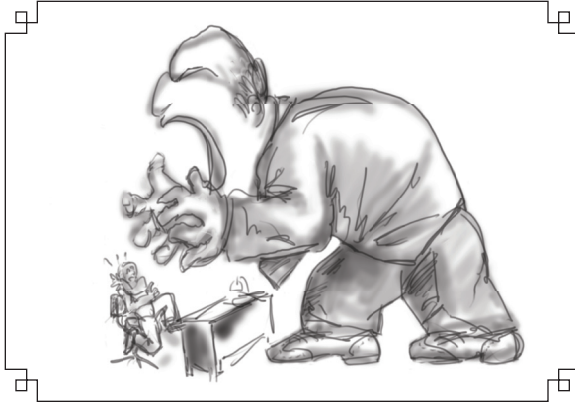
This will work wonders for your business. Rather than wasting time motivating your workers and showing them how “valuable” they are, you'll be able to concentrate on the real issues: squeezing productivity gains out of them and getting them to make more money for you. While this book is designed to help you deal with employees, feel free to use these techniques to manage your families, friends and clients.

Your employees think that they are your most valuable asset. This is a myth perpetrated by the media. If you allow your workers to believe this, they'll take advantage of you and your niceness at every opportunity. By striking back and showing your people how worthless they truly are—and how easy they are to replace—you'll be able to wring more out of each and every employee. The fear of being tossed out with the garbage will inspire them to work harder. If you're worried that they won't like you, stop worrying. The only reason they turn up now is because you pay them.

As soon as employees realize that you, and only you, are responsible for your company's success, they'll stop whining and get to work! Not only will productivity soar, you'll look more successful. And yes, you're the one who will be able to claim credit for these miracles. Remember, if you're successful, your workers are successful. And they'll live fuller, happier

lives knowing that even though they've got tiny insignificant jobs, they're contributing in a small way to a glorious enterprise led by a business genius.

Implementing this wisdom takes forethought and practice. While the skills you will acquire from this book are a step in the right direction, they're only the beginning. If you really want to get results, consider hiring a Demotivationist™ to analyze your company and advise you on the best way to get back in the drivers seat. While this may be expensive, it's a lot cheaper than wasting your money motivating your workers.



COMMUNICATING WITH YOUR WORKERS

"The worst mistake a boss can make is to say 'well done.'"
—Dr. Mark Geoffrey Young

Now that you've hired and trained your new workers, you have to work out how you're going to communicate with them. The best way is to stay as far away from your employees as humanly possible. Encouraging underlings to speak with you is almost as bad as swimming in a pond with a hungry alligator because they both want a piece of you.

As well as avoiding contact with your workers, remember that your employees are not your friends. If you believe that they like you because they laugh at your jokes and speak to you civilly, you won't be the boss for long. Remember, the only reason they show up for work is because you pay them. Put simply, they don't like you any more than you like them.

Repay this hostility with hostility. Put your feelings aside and avoid their problems like the plague. Speak to them only when necessary. Keep your office door closed. Walk as quickly as possible through the office. Avoid eye contact. The key to your success is ignoring your workers at every opportunity. When you do have to communicate with them, do it by email or telepathy.

—•—

Make your employees more productive by sharing as little information with them as possible. As well as keeping them focused on their jobs, they'll interact with you a lot less if they're forced to develop their own research skills.

—•—

Allow all of your calls to go into voicemail and return them in a single session at a different time each day. By being constantly unavailable, you'll encourage your employees and clients to deal with their own problems, instead of running to you for the answer.

—•—

Encourage communication between employees by getting everybody to wear a tag with their name and title on it. This not only makes it seem like you know everybody's name, you can instantly see the office hierarchy—and decide if you should even acknowledge a particular worker's presence.

—•—

Prevent people stabbing each other in the back by removing all of your company's suggestion boxes. Allowing workers to make unsolicited comments only encourages them to put forward costly, impractical ideas.

—•—

Install suggestion boxes wherever possible. This not only encourages your employees to put forward anonymous ideas, it allows you to take credit for every unsolicited suggestion that's implemented.



Maintain the balance between management and staff by never smiling or saying hello to workers when you pass them in the hallway or parking lot. While this may appear rude, it's a lot better than having to deal with their problems and inane ideas.



No matter how large your company is, or how many people you employ, never waste time sending out news through employee newsletters and email blasts. Workers who really need information will always find what they're looking for.



Reduce the chance of germs spreading through the office by always using the intercom when you need to communicate with a worker—regardless of how close you are to their desk.



Improve your productivity by insisting that your workers make themselves available 24/7. Do this by requiring everybody to purchase their own cell phone.



Workers are often afraid to ask for your input. Prevent this from happening by eavesdropping on their telephone calls and water-cooler conversations. Put forward your ideas before they feel compelled to ask for your opinion.

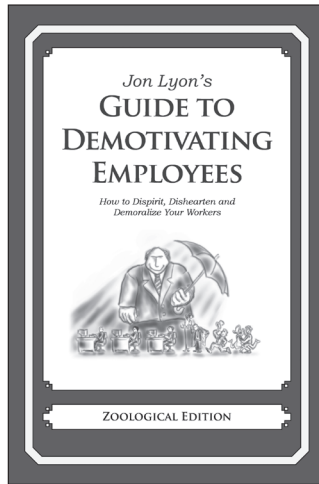


Remind your employees that you're the boss by making decisions before you get their input. You can always change your mind later if the facts don't match your opinions.

ACTION! ITEMS

- ✎ *PROVIDE!* your workers with as little information as possible.
- ✎ *ALLOW!* your telephone calls to go to voicemail and respond once per day.
- ✎ *GET!* everybody to wear a tag with their name and title on it.
- ✎ *REMOVE!* all suggestion boxes to prevent workers making inappropriate suggestions.
- ✎ *INSTALL!* suggestion boxes so workers can put forward ideas that can be used without attribution.
- ✎ *NEVER!* smile or say hello to workers when you pass them in the hallway or parking lot.
- ✎ *ELIMINATE!* newsletters and mass emails.
- ✎ *USE!* the intercom to prevent the spread of germs.
- ✎ *INSIST!* that workers who are on call purchase their own cell phones.
- ✎ *EAVESDROP!* on phone calls and conversations.
- ✎ *DON'T!* wait for all the facts before making a decision.

THE PERSONALIZED EDITION



If you'd like to get even more value from Dr. Young's Guide to Demotivating Employees, why not order a personalized copy to send to your friends, relatives and employees. Not only will they learn the benefits of demotivation, they'll think you're brilliant because it will have your name on it. That's right. Even though you may barely be able to sign your name, you can have your name on the title for just a bit more than the standard edition.

But the value doesn't end there. Not only will you have your name printed on the cover, you'll also be able to dedicate it to a person of your choosing and include twenty-five of the people who demotivate you the most. How much would you expect to pay for this? Don't answer yet, because there's more.

As well as getting your name on the cover, a dedication to the person of your choice and a list of the twenty-five people who

demotivate you the most, you'll also get a bonus chapter of tips to wring even more out of your employees than you ever thought possible. And for those of you who know true value, you can even order this book in hardcover.

Prices start at only \$25.95 (even less for large orders) for the soft-cover edition and \$45.95 (also less for large orders) for the hard-cover version. What are you waiting for? Go to www.dolyttle.com to order your copy now.

