

## ***How to pay less and to get more***

*By Eti Katabi*

When consumers buy products, they like to pay less and to get more. But in recent years, we have seen the maturation of consumers. They have understood that paying less for products is also probably getting less (of course except in extraordinary cases). But what consumers have understood, organizations refuse to understand. They want to continue "paying less and getting more". And they have been operating this way for many years, with all kinds of methods. The most common way is building a workspace with all sorts of facilities and pleasures that you can only dream about: gyms, game rooms, bars, sumptuous meals, treatment rooms, spas, and relaxation rooms.

And this is all about "how to keep managers more hours at work without paying more." It is the capitalist's dream - becoming more and more profitable.

However, there are several other ways designed to "give less and get more", depending on the sector and market.

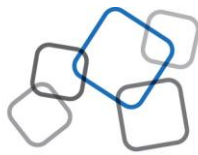
In recent years, a new field of psychology called "positive psychology" has developed. It facilitates looking at the world in a more positive way: "If you think positively, good things will happen." This is a state of mind. The field of positive psychology allows for many people to deal better with the pressures of modern life and to be much more optimistic.

Positive psychology has taken the place of "emotional intelligence" in organizations and it has become the latest trend in all workplaces. We witness this change through the change in language in organizations. More and more managers are using what we call "positive words."

What is meant by "positive words?" Positive words replace words that are normally considered negative, for example:

Instead of "failure", it's "opportunity"; instead of "difficulties", it's "challenges"; instead of "problems", it's "issues".

The purpose of using positive words is not to improve the language or vocabulary of managers. Rather, underlying this trend, we can identify the goal of how to "pay less and get more."



Proponents of “positive psychology” claim it proves effective. And this is the good news.

The big question is, what will happen when we get used to these positive words and they do not communicate their original connotations any longer? So, what will be the next trend?

And the most important question is, why do these trends work?

For the first question, the answer is not yet known. For the second question, the answer is also not yet known.

But for the answer to the last question, we should look in the mirror and then we will see ourselves. We are the reason for all of these trends.

Why do we cooperate with these trends? Why do we allow them to “entice” us? Obviously, there are many good answers. But in the end, they do not work for either side - the organizations or the employees.

These trends are not the key to success - at least not for the long term. It is in our hands to change this situation and not to carry on developing new generations of “modern slaves”.

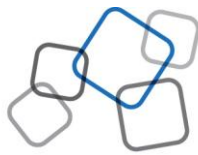
We need to ask our employees to provide the workplace with their skills, responsibility, and commitment - and to do their best, including constant improvement, but that's it. Organizations do not need more than this.

So why do employees feel that they must “sell their souls”? And why do the organizations want to “buy” these souls?

Organizations want to control employees and to be sure they get what they want - to pay less and get more. This is the slogan of capitalism.

The result is that employees become less and less creative, less and less committed, and they do the minimum required of them, resulting in ‘slave’ mindset. The slave mindset of motivation is based on fear, and now we know it is a negative motivation. Maybe for the beginning, it works but not for the long term.

It's time to understand what consumers have realized, “you get what you pay for”. If you pay more, you get more and if you pay less, you get less.



It is our responsibility to move away from the “slave mindset” and not to ask why it happened, not to ask, “which came first, the chicken or the egg?”

So my suggestion is: understand that it is up to us. Using this concept, employees will invest all of their skills, sense of responsibility and involvement in the organization's success. They will do their best, but on the other hand, the organizations should “release” the employees’ souls and allow them to manage their own lives.

This will be a win-win situation.

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