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# *Improving Employees' Self-Esteem*

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Strategies to enrich, empower, and improve self-esteem and morale will help most employees.

Two categories are omitted:

- No attention need be given to those with a surfeit of self-esteem, such as
- dictators of docile, rich countries, Nobel laureates, mega-billionaires, and full professors who wrote the standard texts in their fields. Many of those must meet with accountants who track income streams in, and alimony payments out to the once-adoring.
- Purposely omitted is any mention of senior academicians, who use their enormous intellectual endowment to perfect techniques to enhance self-esteem by inviting each other to give guest seminars, take sabbaticals at distant, desirable sites, contribute articles to each
- others' tomes, and who may review my manuscripts.

These strategies are more for their servile teaching and research assistants, who subsist on crumbs and hope, but who can also have their self-esteem enhanced by getting a printed acknowledgement. Interns' self-esteem usually originates merely from being selected to serve gratis.

## **I: Inexpensive Ways to Increase Self-Esteem**

**Praise:** Whether false or true, it always produces transient good feelings, whose duration depends on the verbal skill, status and demeanor of the utterer. See the following article, "The

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Impact on Employee Morale Due to Use of Exclamatory Phrases by Managers”, by Manish Gupte.

**Illusionary Promotions and Pay Increases:** First, employers should introduce 20 to 40 gradations in titles, so the employee can labor away at one job for a lifetime and still achieve a “deserved” annual “promotion” to a higher “level”. Colleges and universities can subdivide academic levels to provide incentives; *i.e.*, one paper published in a reviewed journal equals one infinitesimal increase toward a full professorship – or, at least, toward a renewal of a perpetual post-doctoral fellowship. The annual inflationary pay increase can be considered the promotion pay increment.

Second, self-esteem can be enhanced via enormously increasing the apparent assets ascribed to the individual via accumulated payroll savings. This can easily be accomplished by assuming, with baseless optimism, a 15% to 25% average growth rate in the value of the stock or other savings, and computing theoretical wealth after as many as 40 years of accumulation and inflation.

**Presumed Power:** For those with little real power, organization charts should show every person supervising someone else. People at the bottom of an organization chart can be portrayed as having a dashed-line, supervisory influence over non-employees, such as the mail carrier and the pizza person.

**Prestige from Courses and Degrees:** Everyone should have the opportunity to obtain advanced degrees. Credits at the on-line “university” should be awarded for reports on, say, the most efficient way to clean an office, how to save on heating and air-conditioning costs, selling to the unassailable, monthly activity highlights, and group meeting attendance. The result should be large, framed, status-creating certificates. As much as possible of the imitation calligraphy should be in Latin, except for such a word as “Oxford”.

In addition to work-related subjects, women should be able to get accredited instruction both in small engine repair and in how to buy an expensive car for the same price as men pay. For men, rudiments of repairing fabric rips and cuts with cement, one-pot cooking, and distinguishing the dust from the drapes,

will improve their attractiveness to others, and, thereby, self-esteem.

## II: Relatively Expensive Ways to Enhance Self-Esteem

**Location:** Regardless of location, the address must be as high status as possible, even if an Arkansas outfit needs to rent a Princeton P.O. box.

**Parking:** Arrange reserved parking to have polished brass nameplates for all.

**Offices:** Star-shaped buildings maximize the number of desirable window and corner offices. Computer screen savers should depict high-status scenes. Featured should be impressive impressionistic images, *i.e.*, shots of Scotland and pictures of Parliament, rather than merely images of airborne utilitarian appliances.

**Improving Personal Lives:** Since statistics demonstrate that couples have higher status and are longer-lived than single people, mandate attendance at meetings where there is mixing and mingling. Use medical records to match the sport-scarred with the exercise-injured.

The quality of daily love-lives can be improved by teaching how to avoid arguments over the seemingly trivial. Men need to be taught that women want the pictures of trees on towels to have the leaves oriented to the top. Women need to know that team competitions mesmerize men due to the genetic remnant from hunting game in groups. And since men can only concentrate on tracking one task at a time, all additional activities must be prioritized.

**The Special Case of the Self-Employed:** These peoples' homes can be decorated with realistic panoramic pictures depicting the possessions of a palace, mannequins of manservants in livery, and mockups of monstrous, mouthwatering meals, to enhance both ambiance and apparent status.

Enabling all employees to enjoy increased self-esteem and morale reduces frustration, dissipates stress, and stimulates

increases in psychic incomes. All society benefits from these increases in individuals' self-esteem.

*The author appears to possess an apparently endless supply of self-esteem, according to his insightful and wise wife, Marilyn, whose assistance in every way he gratefully acknowledges.*