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### The Good Jobs Strategy - Eat Sleep Work Repeat

Good Jobs Institute serves leaders who want to improve the jobs and lives of their employees while boosting their company's performance. We offer tools, case studies, videos, and other content to educate and inspire change. As a nonprofit, we partner with companies to both support and learn from their Good Jobs journey.

### The Good Jobs Strategy by Zeynep Ton

MIT Sloan School of Management Professor Zeynep Ton draws on a decade of research to challenge whether there really is a tradeoff between offering low prices...

But in *The Good Jobs Strategy*, Zeynep Ton, a professor at the MIT Sloan School of Management, makes the compelling case that even in low-cost settings, leaving employees behind - with bad jobs - is a choice, not a necessity. Drawing on more than a decade of research, Ton shows how operational excellence enables companies to offer the lowest prices to customers while ensuring good jobs for their employees and superior results for their investors.

### The Good Jobs Strategy: How the Smartest Companies Invest ...

#### Good Jobs Strategy - Good Jobs Institute

#### OECD Jobs Strategy - OECD Jobs Strategy

Ton's interest in the good jobs strategy is more than academic now; she has become a proselytizer, trying to spread the word that every company would be better served by this approach.

"In *The Good Jobs Strategy*, Zeynep Ton offers insights into how successful companies utilize operational excellence to thrive, and she reminds us that the spirit and culture of an organization—that sparkle in the eye—comes only from fully engaged employees." —Michael Eskew, former CEO of UPS One basic difference between good-jobs and bad-jobs businesses is the way decisions are made vis-à-vis headquarters and customer-facing units. At good jobs retailers, functions at headquarters...

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The Good Jobs Strategy Diagnostic is a survey that identifies which elements of the Good Jobs Strategy your company already practices and where you can improve. It is intended for CEOs, senior executives, and frontline managers. Ideally, the assessment should be done individually and then discussed in a group. The survey has seven sections: an intro section and six sections corresponding to the four operational choices, to investment in people, and to values, as shown in the figure to the left.

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If companies were to offer better jobs, customers would have to pay more or companies would have to make less. But in *The Good Jobs Strategy*, Zeynep Ton, a professor at the MIT Sloan School of Management, makes the compelling case that even in low-cost settings, leaving employees behind—with bad jobs—is a choice, not a necessity. Drawing on more than a decade of research, Ton shows how operational excellence enables companies to offer the lowest prices to customers while ensuring ...

The Good Jobs Strategy Is a System. The Good Jobs Strategy creates superior value for employees, customers, and investors by combining investment in employees with operational choices that increase employee productivity, contribution, and motivation. The Good Jobs Strategy is a high-performance system in which companies have high expectations of their employees and employees have high expectations of their company.

The Good Jobs Strategy: Zeynep Ton at TEDxCambridge 2013 The Good Jobs Strategy **Book Talk on The Good Jobs Strategy with Economist Zeynep Ton** The Good Jobs Strategy: Zeynep Ton Creating a Successful Real Estate Investment Company - 7 Tips from "Good to Great" **Keynote: Good Jobs Strategy** The Low Cost of Good Jobs

The Virtuous Cycle of the Good Jobs Strategy

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The Good Jobs Strategy What Is a "Good Job"? Learn More → Are You in a Vicious Cycle? Learn More → What Is the Good Jobs Strategy? Learn More → Do You Need the Good Jobs Strategy? Learn More →

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### Opinion | The Good Jobs Strategy - The New York Times

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The good jobs strategy is a long-term investment in your employees with the expectation that those well-paid, well-trained, well-motivated employees will generate even more than they cost. What makes them worth more than they cost is operational excellence. The companies examined closely in this book have all found this strategy to work.

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**Opinion | The Good Jobs Strategy - The New York Times**

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