



2011 Business Book Club: New & Noteworthy Books for the Green Industry

Title: DRIVE: The Surprising Truth About What Motivate Us

Author: Daniel H. Pink

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Notability ☆ ☆ ☆ ☆ ☆

Readability ☆ ☆ ☆ ☆

Takeaways ☆ ☆ ☆ ☆ ☆

Innovation ☆ ☆ ☆ ☆

Shelf Life ☆ ☆ ☆ ☆

My top 3 takeaways:

Money is not the “great motivator.”

Autonomy is essential for motivation.

There are ways to motivate those even in the most mundane of jobs,
Example: Zappos

How I plan to put the new ideas to work:

As an employee of Overdevest Nurseries, I can only speak to how I feel my company is using these ideas to motivate its employees.

It may be more interesting and useful to the audience if I talked a bit about how a garden center owner could use some of these ideas to motivate their employees.

For instance, the cashier in a garden center has, in my opinion, the hardest job. By the time a customer gets to the cashier, all they want to do is leave and in a hurry. The cashier is the first person a customer sees on the way in and the last they see on the way out. Yet, the cashier is, more than likely, the person with the least amount of autonomy. Perhaps, some of the issues Daniel Pink writes about could help motivate this essential person in a garden center.