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Smartest Companies Invest ... Focused on retail, "The Good Jobs Strategy" describes organizational strategies that lead to pleased customers. To get there, create "good jobs" instead of bad jobs. Companies providing good jobs tend to pay more, have less variety in the parts of the jobs that are drudgery, and include a lot of training. The Good Jobs Strategy: How the Smartest Companies Invest ... 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 ... 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

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spread the word that every company would be better served by this approach. [Opinion | The Good Jobs Strategy - The New York Times](#) 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 ...* *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. *Good Jobs Diagnostic -*

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headquarters... *The Case for Good Jobs - Harvard Business Review* 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... *The Good Jobs Strategy: Zeynep Ton at TEDxCambridge 2013 ...* 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. 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... **The Good Jobs Strategy by Zeynep Ton**

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

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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.

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