**Netflix and Intrinsic Motivation at the Workplace**

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**1.** Intrinsic motivation has recently risen a policy set in the workplace which works as an alternative to the traditional pay-for-performance setup. This model focuses on incentivizing motivation for completing a certain task for the benefits it will bring to the company instead of promising for monetized rewards for tasks that bring profit to the company. (Hennessey, 2015) Netflix has implemented this model by relaxing the traditional restrictions on employees that very deeply regulate and control what the employees decide to do with their pay, how much time they take off work and what they do with it. They have removed the rigorous documentation traditionally involved in monitoring their employees and simply reduced their whole system of employee governance to trusting the common sense of the people they hired. Telling their employees that the only rule they have to adhere to is making appropriate decisions that are in the interests of the company is how Netflix has sustained a growing degree of trust, loyalty and integrity in their employees. A stark contrast with the PFP (pay for performance) ideology (Gerhart, 2015), Netflix has quite smoothly installed a system that has brought countless rewards for them.

**2.** Industrial firms have always used traditional methods of managing, supervising, incentivizing and compensating employees. It usually works for them because industrial firms tend to have mostly monotonous work. There are set protocols that are to be followed in order to produce a pre-ordained number of the same products that the company normally produces. This does not require a regular thinking out of the box or creative process that would involve a profound mental exercise as much as a pre-programmed physical one. Creative processes can hardly ever by incentivized with PFP or extrinsic motivation. (Finley, 2018) Therefore, companies or firms which regularly need their employees to create artistic ventures and innovative ideas out of thin air, would automatically be in need of a more modern approach. Monetary bonuses and promotions that normally depend on pleasing superiors in a firm are some of the most common stress inducers in a workplace. Creative firms can very easily kiss progress goodbye if they are housing employees under duress. Anxiety or unrealistic expectations regarding the results of simple tasks and decisions cannot be realized as the appropriate incentive for a groundbreaking creative process. Netflix employees have generated groundbreaking ideas which have put them on the map for all the right reasons precisely because they are incentivized correctly.

**3.** Netflix has implemented a series of different policies which have all contributed to a distinct workplace environment which fosters and encourages the development of reliable creativity in its employees. Nontraditional work schedules go against normally regulated schedules that are controlled by documentation and elaborate rulebooks that define every single aspect of the work schedules. (Auger, 2016) Laying out how many days the employees get for vacationing and giving out a measly amount of sick days is how conventional firms regulate their employees’ schedules. Moreover, working hours and employees being on call are all different ways corporates regularly can exploit or control workers. These companies then incentivize their employees for going out of their way by financial bonuses. Netflix incentivizes via freedom. Employees are autonomous enough to even decide what form they want to be paid in. They choose their own schedule because they are trusted to make decisions which will benefit the company. If certain employees and their services and creative ideas are no longer in sync with the company’s needs, they are simply let go with appropriate compensation. It therefore ensures that they put their best creative mindset to work.

# References

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