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LINCOLN ELECTRIC COMPANY

INTRODUCTION

The Lincoln Electric Company is one of the most often discussed cases in business management, as it show an example of the company that enjoyed great success due to its extraordinary corporate culture, effective bonuses' system, as well as high employees' motivation.

COMPANY BACKGROUND

Lincoln Electric Company was established in 1895 and deals in welding products and equipment. The success of the company's management is encouraging performance enhancement strategies like performance incentives, and effective communication, which makes the company enjoy high productivity and labor retention.

EMPLOYEE MOTIVATION

Looking at Lincoln Electric for example, the company has one compelling trait for motivation; incentive system. It is a mix of a reasonable basic salary and an annual incentive directly linked to an employee's productivity and the organization's performance.

CONCLUSION

Using the Lincoln Electric case, it is possible to conclude that a highly-developed incentive program and the free speech can make the employees effective. This case provides evidence for organizations aiming at improving the level of engagement amongst employees as well as organisational sustainability.

RECOMMENDATION

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