

About Gary Brose



In 1981, Gary Brose purchased his first company, a small messenger service with three employees. He was undercapitalized so he committed himself to making every effort to maximize productivity from the few employees he had. He was convinced that a well structured compensation plan that included bonus programs was the key so he focused on creating a quality bonus program that would challenge and reward the employees properly while returning an equal or greater value to the company.

His first bonus program failed miserably but he was convinced that it simply needed a little tweaking. The next plan failed too as did the third one. However, the need to motivate, engage, inspire and incentivize all the employees was still his highest priority so he continued to muddle on.

The result of that muddling was 25 years of trial and error in the real world, in real time, with real people. Gary realized that although Bonus Plans were an integral part of motivation, there were other factors as well, so he set out to discover them, again, in a real world science lab full of flesh and blood employees.

After more than 25 years, Gary developed the blueprint for designing bonus programs that worked perfectly EVERY time. He also became a student of the art of motivation and identified the other six key elements to creating the Ultimate Motivated Employee. This book is the product of that effort and Gary now spends his time writing and speaking about his favorite topic: What motivates people? And how can all business owners and managers find the right ways to engage, inspire and empower all of their workers?

**“Imagine an America with 200 million motivated employees!
Is there anything we couldn’t do?”**