**Engstrom Case Analysis Writing Expectations**

* Maximum Length – 5 Pages
* Double spaced, size 12, Times New Roman font with standard 1” margins
* Title Page should list the case study name, your name, and section number
  + Title Page is not included in page count
* Each answer should be, at least, ¾ - 1 page in length (depending on the question at hand) Proper grammar, spelling, and sentence structure is expected.
* Explore all options and avenues when answering the question. A full credit answer provides depth and examples to back up the statements, and not simply “They shouldn’t do it because sales would drop” or “They should do it because sales would be high.” These statements are starters, but require depth and evidence to prove the point you are trying to make. Give examples, explanations, and critical analysis to the material at hand while also including class content to display comprehension of course material.
* If using material outside of the case or textbook, cite the source of the material.

*Engstrom Auto Mirror Plant*

*Your Name*

*ADMN 400 Your Section*

**1. In what ways does an incentive plan like Engstrom’s attempt to increase intrinsic (i.e., non-financial) motivation among employees?**

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**2. On P. 3, Bent argues that organization-wide incentive plans are better for motivating employees to adapt to a new organizational structure than individual- or group-based plans. Do you agree with this statement? Why or why not? What are the tradeoffs of each?**

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**3. Bent decided he would only implement the Scanlon plan if a “substantial majority” of the employees voted in favor of it. Beyond the obvious advantage of having more people for than against the initiative, why was this an important step in helping the plan succeed?**

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**4. If you had to pick what you felt were the three biggest reasons for the diminishing success of the Scanlon plan at Engstrom, what would you pick? Why? (remember, you need to go beyond common sense and identify why seemingly logical aspects of the plan stopped working or never worked).**

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**5. If you were Bent, what would your next steps be? Why? What would you anticipate as a result and why?**

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