

# Managerial techniques article review sample

[Psychology](#), [Success](#)



This paper discusses briefly the techniques to be deployed by the author to accomplish the project goals. The project is to prepare and launch the marketing campaign of the new product launched by the company. The campaign has to be prepared in four weeks time and involves lots of background preparation along with pre-launch testing. I work as the project manager and am aware about the amount of work and hours required to be invested to successful complete the campaign. The traditional method of carrot and stick or disincentive is not applicable to my situation as I want the employees to participate with the intention to perform better and to make the launch a grand success. To achieve efficiency and complete dedication of the employees, I have decided to decentralize the power and have delegated the work to employees according to their strengths and interests. Along with this, regular discussions and brain-storming sessions are scheduled which involves feedbacks and innovative ideas on performing the work. The deadlines are decided and the employees are to work with flexible schedules and take informed decisions as the information related to their work areas are shared with them. The team has been motivated to consider this project as their own which keeps them dedicated to the accomplishment of goals. I agree with the technique of reciprocal behavior and believe that this would enable the managers to gain the trust of their employees and would keep them self-motivated. The approach defined in reciprocal behavior considers the employee as human and the limitations and long-term effects of unidirectional treatment of employees as in carrot and stick or disincentive approach could be negated by the reciprocal behavior technique.