



# **The Art of Demotivation - Manager Edition: A Visionary Guide for Transforming Your Company's Least Valuable Asset - Your Employees**

*E. L. Kersten*

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Motivation has become a multi-billion dollar industry, courtesy of the patronage of corporations and the noble intentions of executives who lead them. At the heart of this colossal confederation of inspirational speakers, platitudinous posters, parable-filled management books, and increasingly complicated incentive programs lies an alluring promise: that with enough encouragement, empowerment, and esteem, employees will become productive and loyal, to the benefit of both their employers and themselves.

Yet in spite of the staggering expenditures on packaged esteem, polls show that worker morale has reached critical lows, with a majority of employees even claiming to hate their jobs. How is this possible? And more importantly, what can executives do about this crisis of employee dissatisfaction?

In this revolutionary new management book, Despair, Inc. founder Dr. E.L. Kersten plumbs the depths of employee discontent and identifies its root cause. Though most employees live lackluster lives full of wasted opportunities and trivial accomplishments, they grow ever more certain of their enormous worth and glorious destinies. This is because they are the products of a narcissistic age, the results of a grand social experiment that has gone terribly awry. As a result, they are afflicted with an irrational sense of entitlement that simultaneously increases their dissatisfaction with their jobs and prevents them from accepting responsibility for their lives. Thus, in a terrible irony, managers who attempt to motivate employees by bolstering their self-esteem have only compounded the problem. By reinforcing the delusions of grandeur that imprison and torture the average worker, management has only further reinforced their sense of entitlement to the wealth, stature and privilege that justice dictates be reserved for the truly accomplished and inarguably worthy: namely, executives.

With *The Art of Demotivation*, former professor and current executive Kersten offers not only a comprehensive analysis of the problem but a prescriptive solution; one grounded not in the humanistic fantasies of infinite human potential so often embraced by the motivation industry, but in the grim realities of a broken world. Managers who seek a productive, loyal workforce must first seek to liberate their employees from their prisons of narcissism by forcing them to confront that which they expend enormous energy to avoid: their true selves.

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