

# A QUESTION FROM BOTH APPLE AND AMAZON: DOES A WORKPLACE HAVE TO BE PERFECT?

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Howard Mavity's article "A Question From Both Apple and Amazon: Does a Workplace Have To Be Perfect?" was featured in *TLNT* on August 25, 2015.

I recently blogged about the debate on CEO and employee pay ratios.

I urged employers to seize the high ground and decide what their attitude is as to their "responsibility" to their employees.

I'm a pragmatist. I believe that in the long run, employers will prosper (and avoid the need for my services) by consciously focusing on improving their employees' lives.

I've made it clear that I do not believe that employers are social workers. Their role is to make money.

Competition and drive are good for society. However, just as we develop business plans and marketing strategies, we must develop plans to treat our employees "fairly."

"Fairness" is a spongy concept, and one often used by unions and the government, but it is also the best determinant of employee satisfaction. The term defies the quantification that my analytical nature desires, but somehow employees recognize "fairness."

They don't expect the highest wages, the best benefits, the most engaging atmosphere, but they do expect to be treated fairly. We ignore this expectation at our own peril!

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To read the full article, please visit [TLNT](#).