



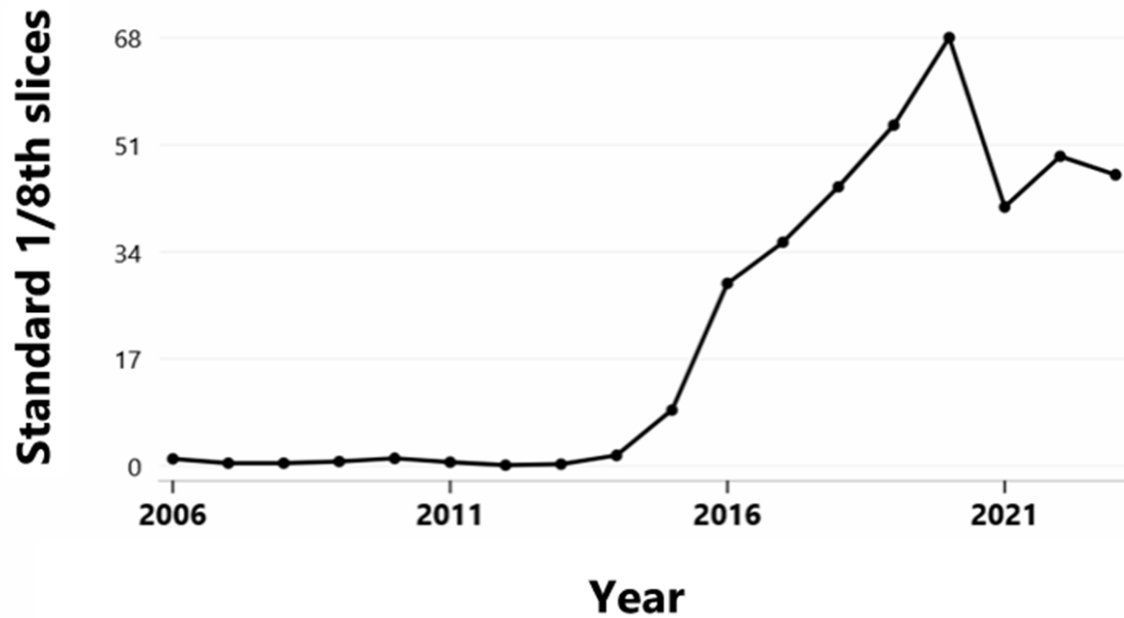
**Claystone**  
Waste Ltd

**June 13, 2025**

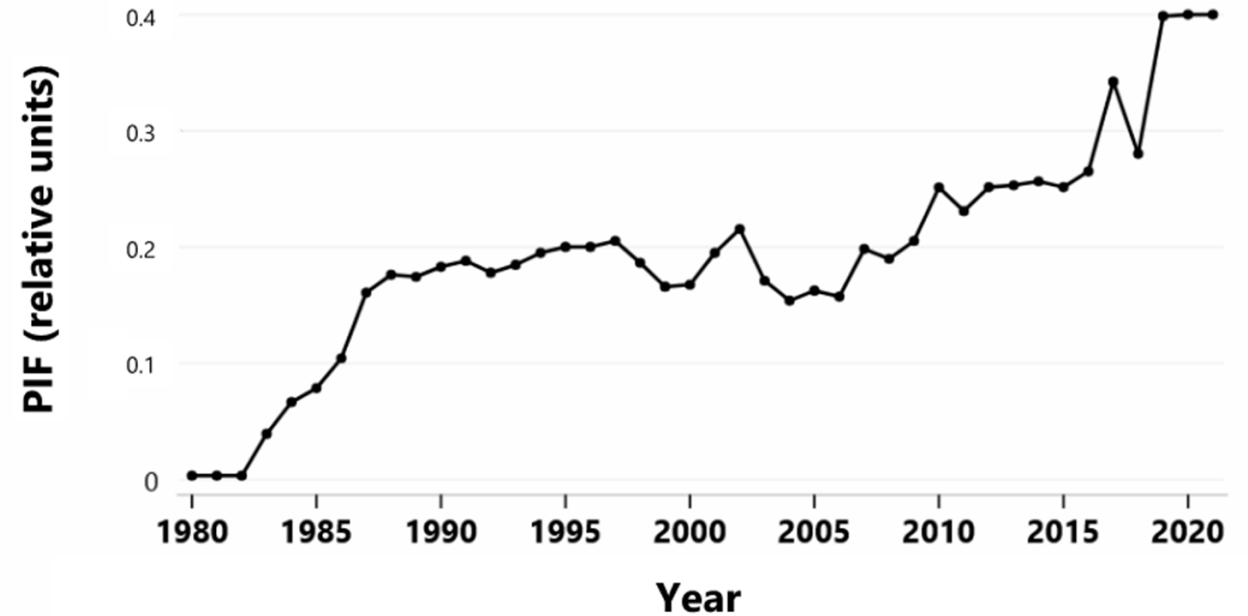
# **Pizza doesn't pay the bills: toward more meaningful staff recognition in a difficult economy**

# Comparative valuation of pizza – 1980–2021, 2006–2023

Pizza slices per 100 sqft finished construction



Pizza Importance Factor (PIF) trend, 1980-2021



## Pizza

vs.

## Currency



Portable



Divisible



Limited Supply



Acceptable



**Pizza**

**vs.**

**Currency**



Uniform



Fungible



Durable



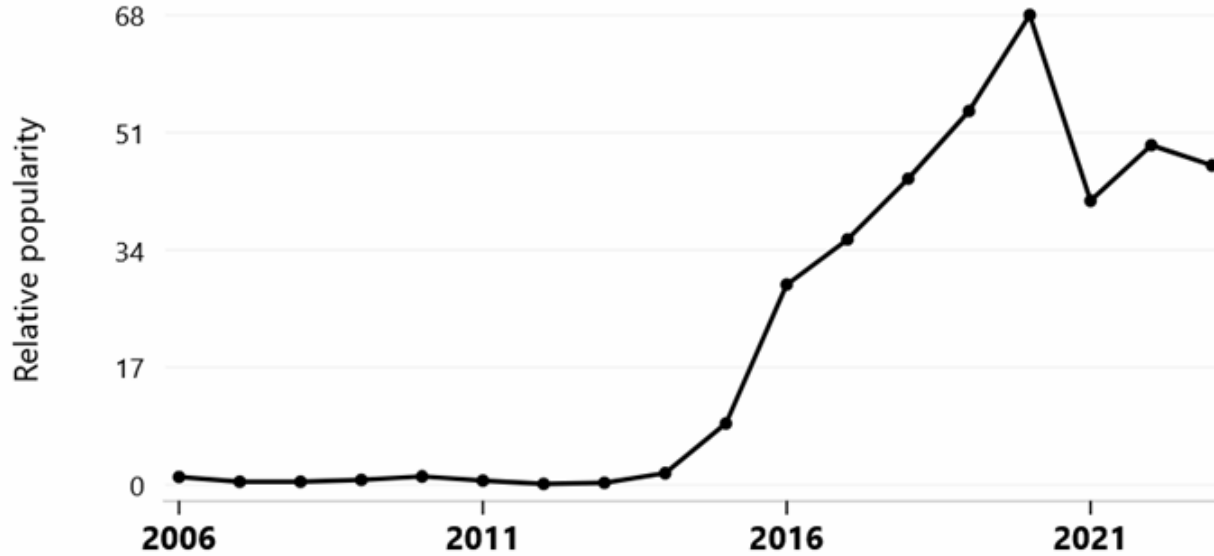
A decorative header featuring a close-up, high-contrast image of green leaves with prominent veins, filling the top portion of the frame.

**If this all seems a bit ridiculous...**



# Spurious correlations – tylervigen.com

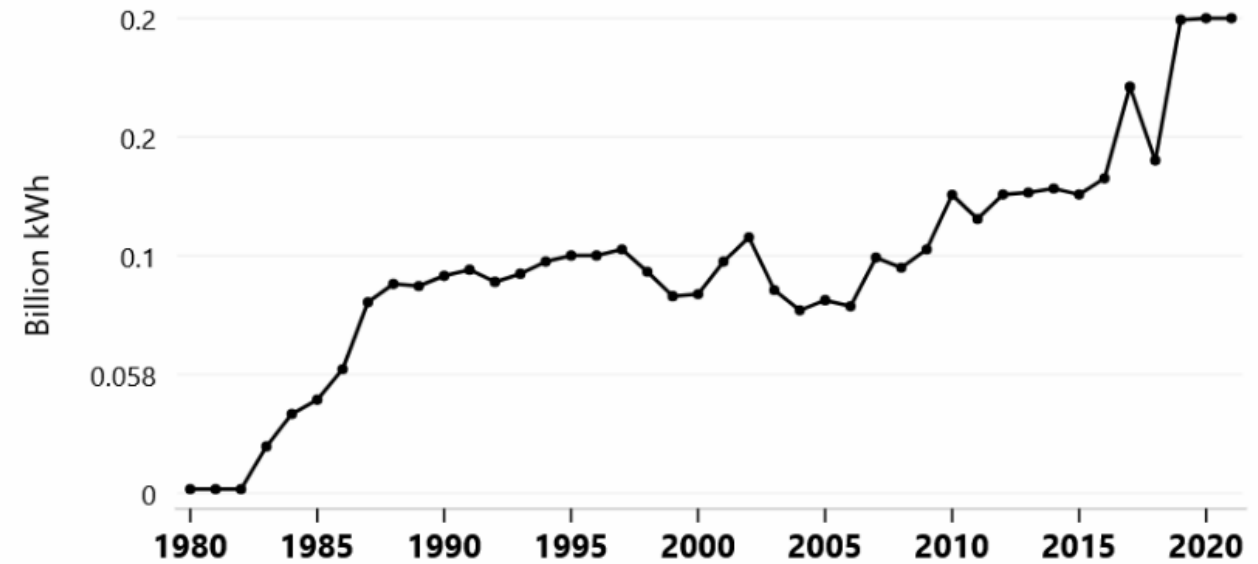
## Popularity of the 'this is fine' meme



● Relative volume of Google searches for 'this is fine meme' (without quotes, in the United States) · Source: Google Trends

[tylervigen.com/spurious/variable?id=25144](https://tylervigen.com/spurious/variable?id=25144)

## Renewable energy production in Burundi



● Total renewable energy production in Burundi in billion kWh · Source: Energy Information Administration

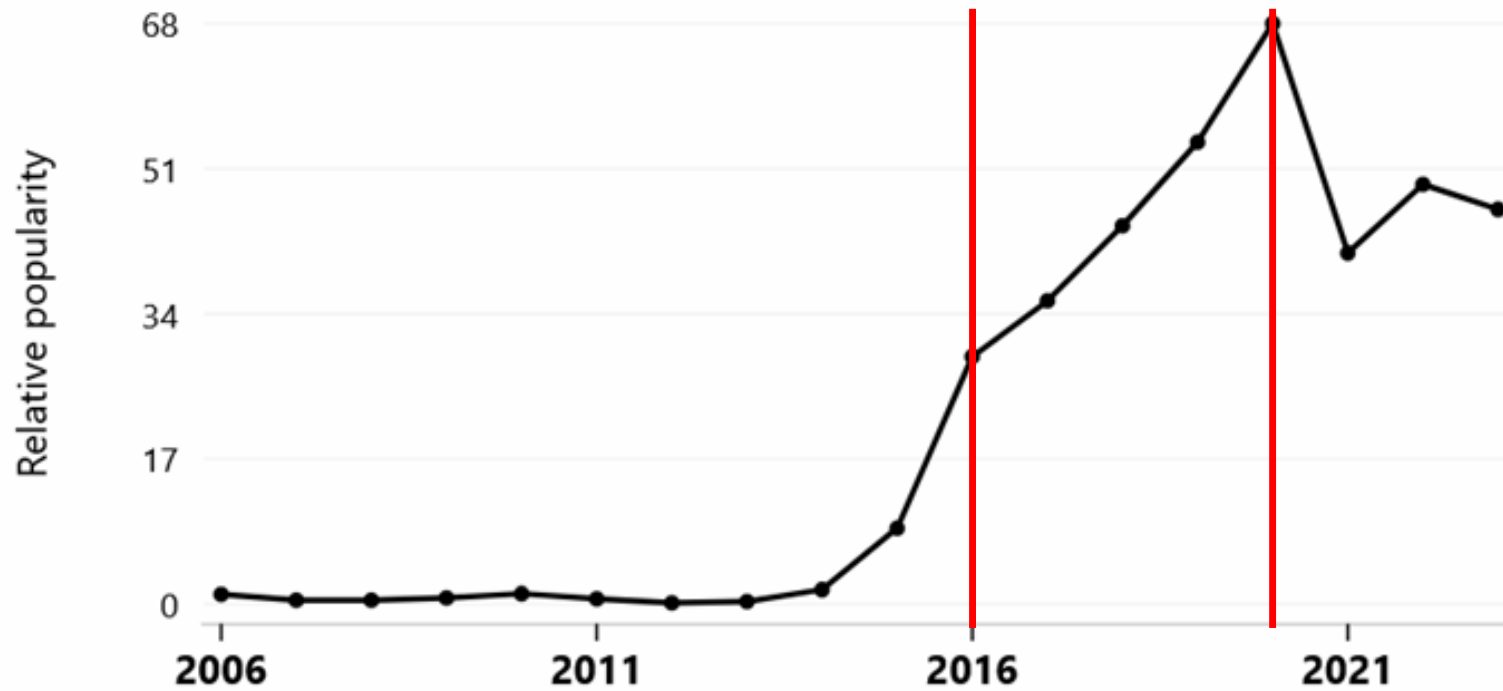
[tylervigen.com/spurious/variable?id=23562](https://tylervigen.com/spurious/variable?id=23562)

# Spurious correlations – [tylervigen.com](http://tylervigen.com)



# Spurious correlations – tylervigen.com

## Popularity of the 'this is fine' meme



●..... Relative volume of Google searches for 'this is fine meme' (without quotes, in the United States) · Source: Google Trends

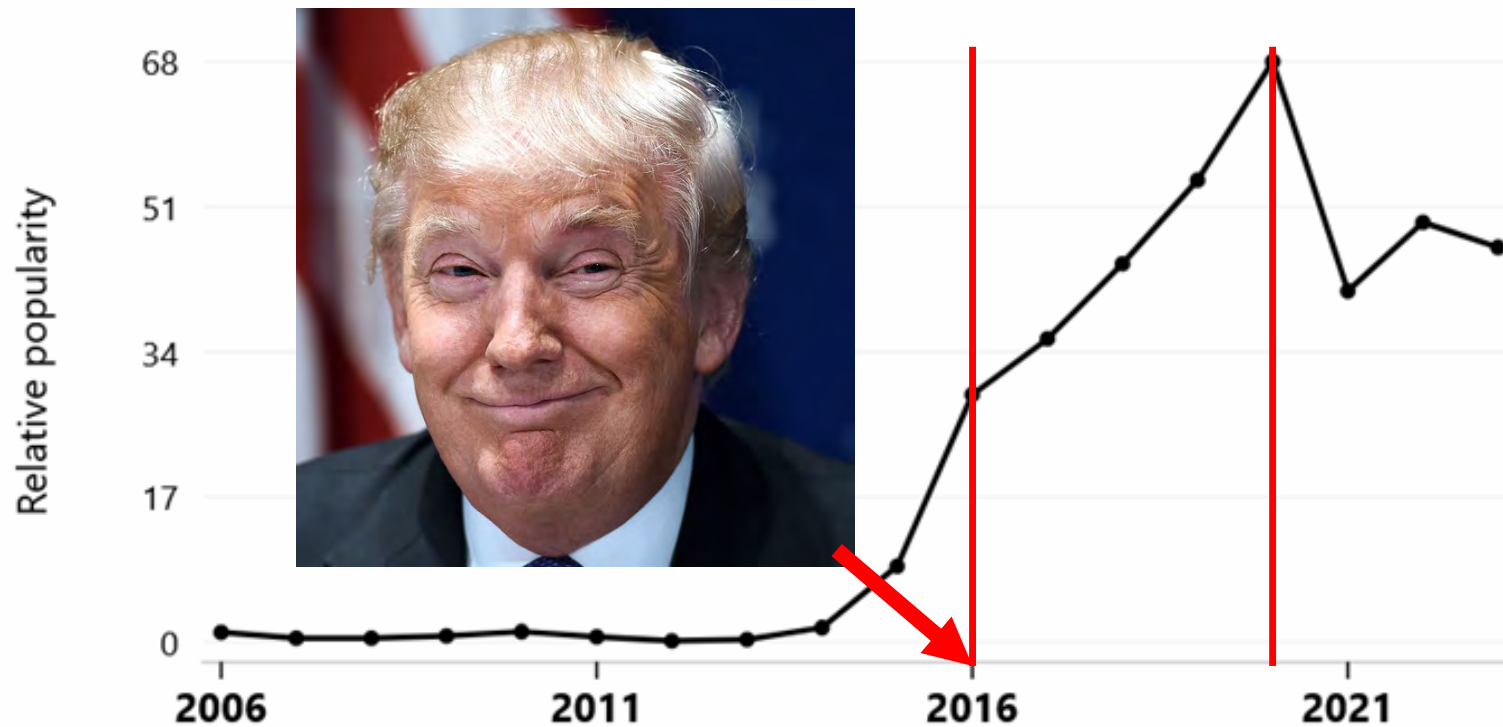
[tylervigen.com/spurious/variable?id=25144](https://tylervigen.com/spurious/variable?id=25144)





# Spurious correlations – tylervigen.com

## Popularity of the 'this is fine' meme



●..... Relative volume of Google searches for 'this is fine meme' (without quotes, in the United States) · Source: Google Trends

[tylervigen.com/spurious/variable?id=25144](https://tylervigen.com/spurious/variable?id=25144)



## **Our teams and their needs**

- Field vs. office
- Main branch vs. satellite
- Physically demanding, mentally demanding
- Motivation differs from person to person
- Cost of living increases in recent years – financial stress
- Uncertainty: political, social, financial

## Monetary compensation

- Wages, bonuses, overtime
- Insurance, retirement plans
- **Pros:** clear, measurable, immediate
- **Cons:** long term effectiveness, become expected, vulnerable to highest bidder
- Motivation is largely extrinsic in nature
- Cash only goes so far; budgets are limited

## Non-monetary compensation

- Intangibles fostering commitment
- Recognition, flexibility, training, purpose, experiential
- **Pros:** build loyalty and morale, lower cost
- **Cons:** hard to quantify, can take time, requires suitable culture as a foundation
- Motivation is largely intrinsic in nature
- We all need money to live; can't just be intangibles



## Intrinsic motivation

- Done for inherent satisfaction
- Competence
- Autonomy
- Relatedness
- Threats, deadlines, competition can undermine intrinsic motivation if excessive
- Expected tangible rewards undermine intrinsic motivation
- Greater competence requires parallel increase in autonomy for persistence

## Extrinsic motivation

- Done for external reward or avoidance of consequence
- External
- Introjected
- Identification
- Integrated
- Competence, autonomy, relatedness are drivers of greater self-determination
- Over-reliance on extrinsic motivation produces anxiety, reduced interest, external blame, negative coping

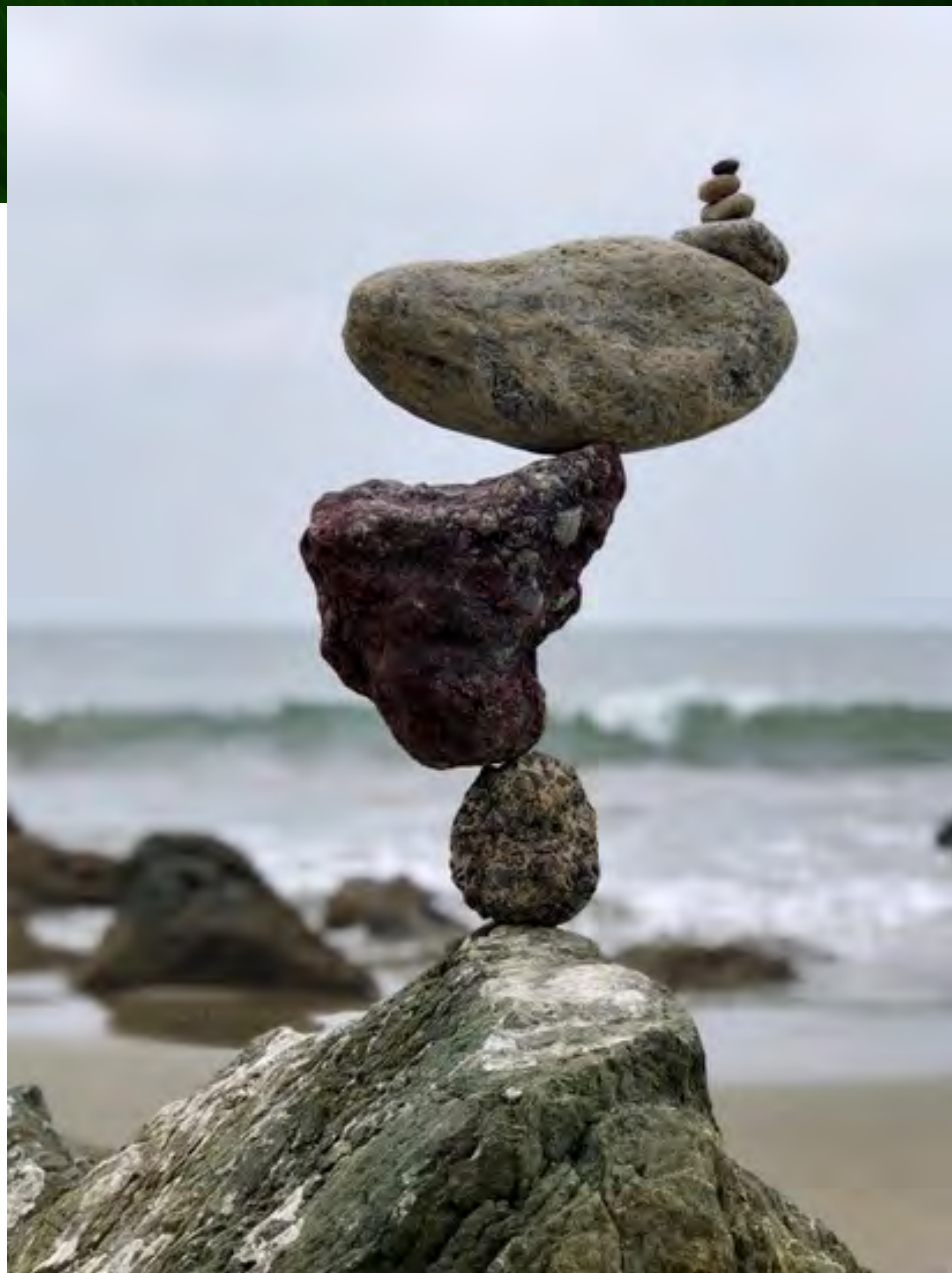


Image credit: Travis Ruskus

## A balanced approach

- Pizza is great, but my kid needs braces
- Company cookouts are fun, but they don't fix my vehicle
- A raise is fantastic, but it's golf season
- I don't want to be an "X" forever – how can I grow my skills?
- **What hidden talents does your team have that you don't know about because you haven't asked?**



## **Parting thoughts – visualization exercise**



**Thank you!**

---