Management of Nursing Services and Education

UNIT-2
PROMOTION

Promotion means the change to a higher job accompanied by increased pay and privileges.

Promotion is the advancement of an employee to a better in terms of greater responsibility, more prestige or status, greater skill and specially increased rate of pay or salary. (**Pigou and Myers**)

Purpose of Promotion

Organizational needs

Individual needs

➢A reward for better performance of an employee.

➢Brings loyalty in employees.

➢Gives job satisfaction to employees.

➢Promotions are necessary to attract suitable persons in the organization.

Steps

ǫStep 1: Identify and Evaluate Need

ǫStep 2: Develop Position Description

ǫStep 3: Develop Promotion Plan

ǫStep 4: Select and Discuss with Committee

Advantages
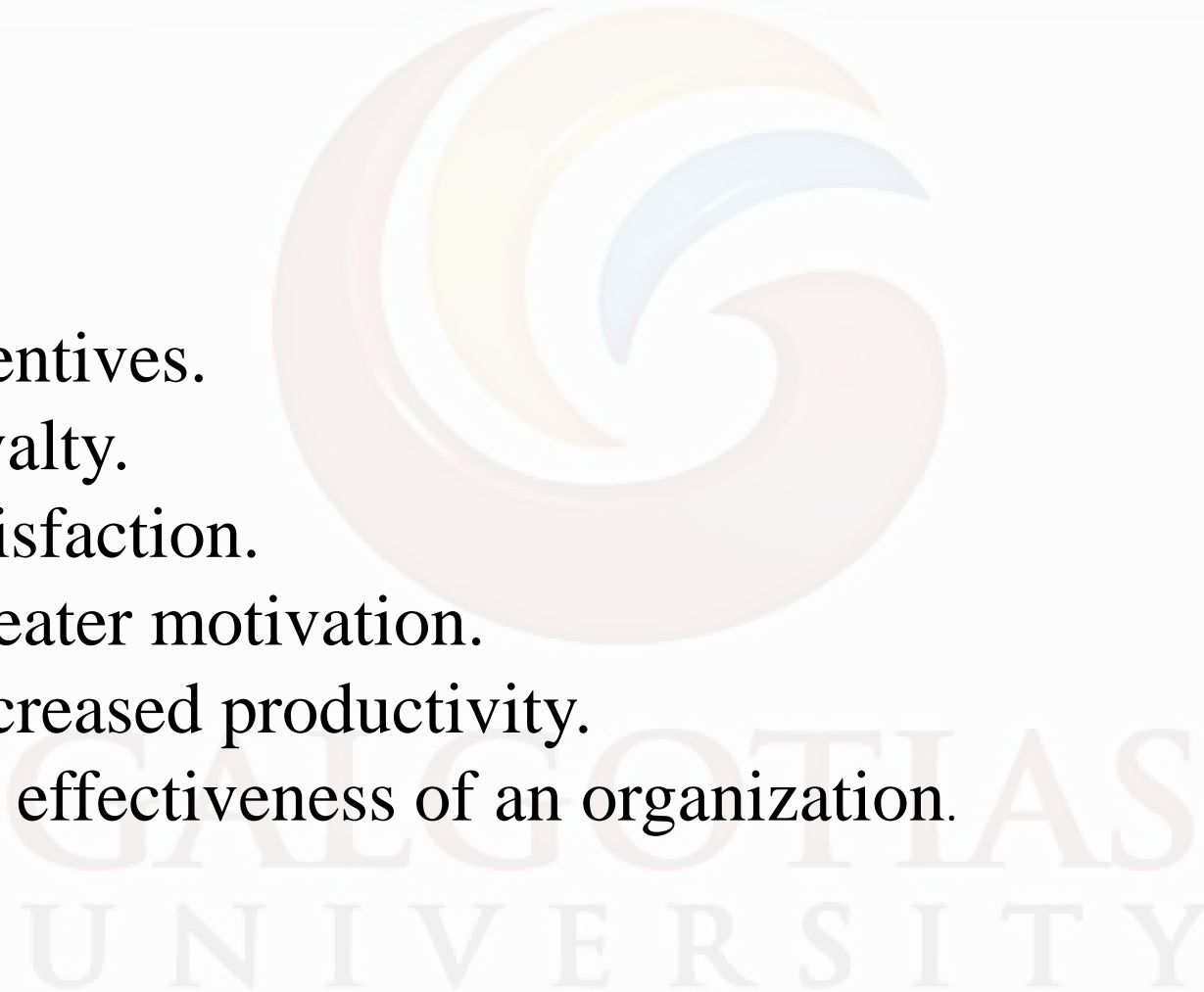
    Provides incentives.
    Develops loyalty.
    Increases satisfaction.
    Generates greater motivation.
    Results in increased productivity.
    Increases the effectiveness of an organization.

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