Mott's Strike Has Larger Workforce and Economic Repercussions

Could the current worker strike of the Mott\'s plant in Williamson, New York – as expertly covered last week by *The New York Times* – be to the workforce and the economy what the Google-Verizon deal is to advocates of Net Neutrality? (That is, a sign of bad things to come?)

Check out this excerpt of the *NYT* article on the Mott\'s strike, which began almost three months ago:

The strike has become so important because of the prominence of the brands and because of its unusual nature: a highly profitable company is taking the rare and bold step of demanding large-scale concessions.

...

The workers ... are incensed that the company is demanding givebacks when it posted record profits last year and increased its dividend by 67 percent in May.

This represents what I\'m seeing as a trend: companies – typically, large public corporations – holding onto profits after already making moderate to significant workforce cuts, as opposed to following their pattern in past economic recoveries and reinvesting the returns back into the business in the form of employee development strategies (including benefits).

However, if this plays out on a larger scale (other large companies taking a cue from Mott\'s if they\'re successful, regardless of whether there\'s union involvement), it could potentially Buy Cialis lead to a *deflationary* outcome if workers' wages slowly spiral downward. If that happens, **companies could join workers in a lose-lose situation**, because that would mean even less disposable income from most Americans to spend on their products and services.

Winning Workplaces takes the position that for the long-term good of companies and individuals, midsize and larger companies (especially) should change their workforce investment strategy from one of further cuts to one of sustained, smart investment. Using employee engagement best practices, they can benefit quickly *and* over the long haul from the increased productivity, lower turnover, etc., that come from treating workers fairly, and not unnecessarily harshly, when it comes to what to do with their profits after bouncing back from the worst of this recession.

Related: Read this post which argues, based on business school research, that a consequence of deep workforce cuts is long-term industry lag.

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