



# Improving Closing Task Completion in a Nation-Wide Drugstore Chain



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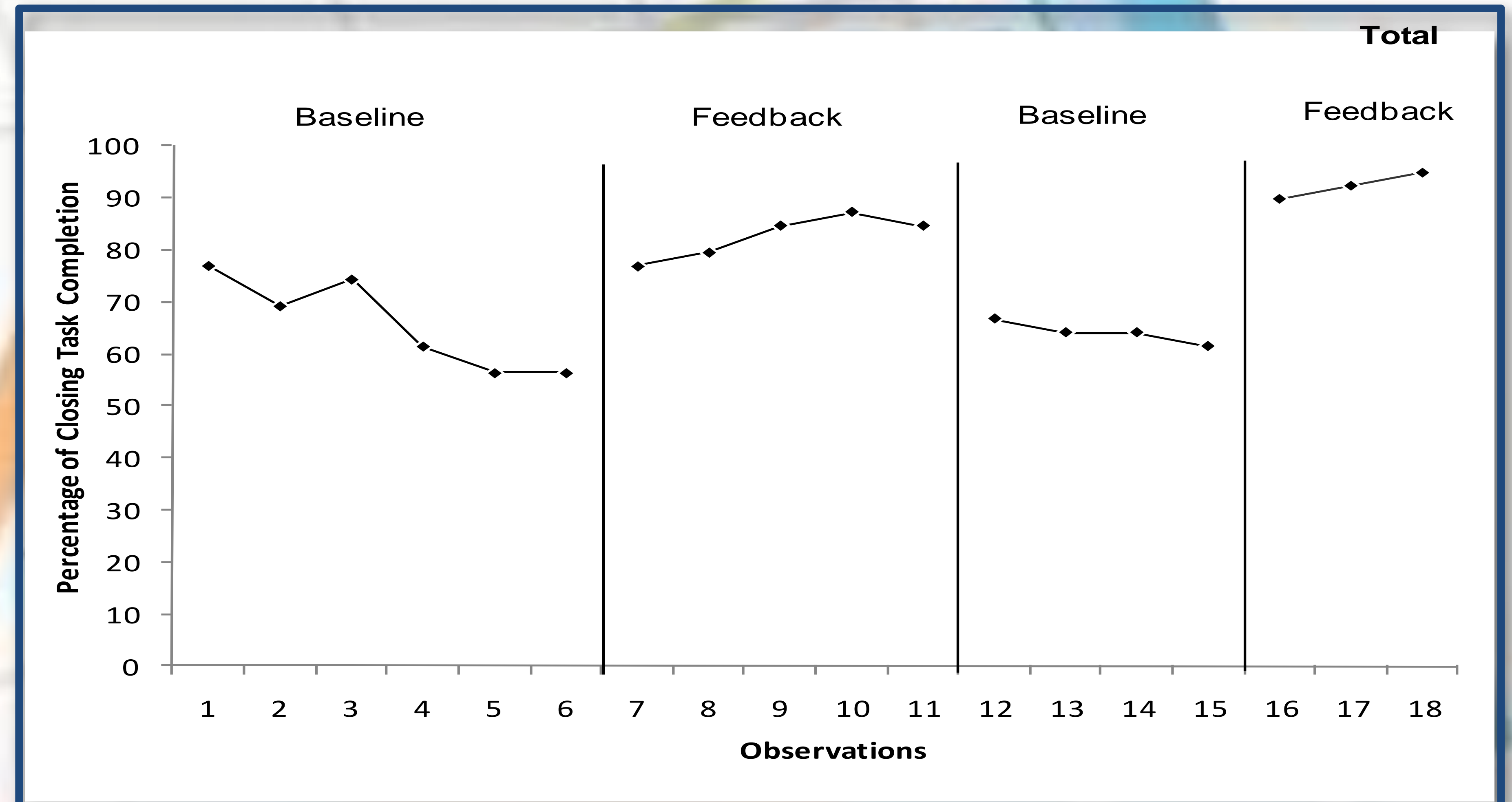
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## INTRODUCTION

- Performance feedback has been used to successfully modify behaviors in an assortment of workplace settings
- Adding behavioral consequences and/or goal setting to feedback improves the overall behavioral effects and consistencies
- When goal setting and feedback are combined, they have been proven to affect performance positively by increasing the information and motivation needed to execute work tasks in their entirety
- The current study examined the effects of goal setting and graphic feedback on closing task completion in a nationwide drugstore chain
- For the purpose of the current study, performance feedback constituted graphic feedback depicting the percentage of closing tasks completed, and thus serving as information concerning the employees' past performance

## RESULTS



## METHOD

### Participants & Setting:

- This study was conducted in one location of a nation wide drugstore chain
- Participants consisted of 10 part-time and 10 full-time employees
- Participation in this study in no way affected participants' employment or promotional status

### Apparatus & Materials:

- All employees were individually given a nightly check list form upon training
- The check list consisted of equal but different tasks per department

### Dependent Variable:

- The number of closing tasks completed per night
- Closing task completion was expressed as a percentage of tasks completed per night

### Experimental Procedures:

- A within-subject ABAB reversal design was used to evaluate the effects of goal setting and graphic feedback
- The researcher collected data nightly and recorded whether the closing tasks were completed
- Goal setting was contingent upon the employees' performance during baseline and graphic feedback was posted weekly

## DISCUSSION

- Graphic feedback and goal setting were effective in increasing closing task completion for the entire store
- The managers and employees believed the intervention was effective and easy to implement
- Variability in the data could have been the result of:
  - The district manager's presence
  - The manager assigned to the closing shift
  - The amount of store activity
  - The amount of employee experience
  - The presence of the researcher
- A detailed functional analysis or descriptive analysis would have been useful
- Management expressed satisfaction and gratitude with the results