

Sijil Joseph 469806

Richard Potsch 396628

Matti Saariaho 478083

Barbora Turakova 461977

Motivation – theories, concepts and Strategies

- Definition:

Desire or willingness to do something.



"Motivation is generally viewed as a process through which an individual's needs and desires are set in motion"

-(Rakes, & Dunn, 2010).

Types of motivation

1. Extrinsic

- Occurs when other things or people motivate

Reward

or

Punishment

Incentives, bonus

Disciplinary action

Increased pay

Decreased pay

Promotion

Criticism

Types of motivation

2. Intrinsic

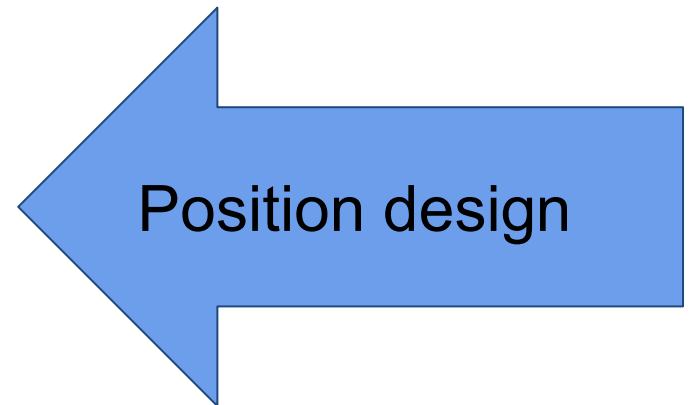
- From self-generated factors that influence people

Important, interesting work

Degree of autonomy

Opportunities available

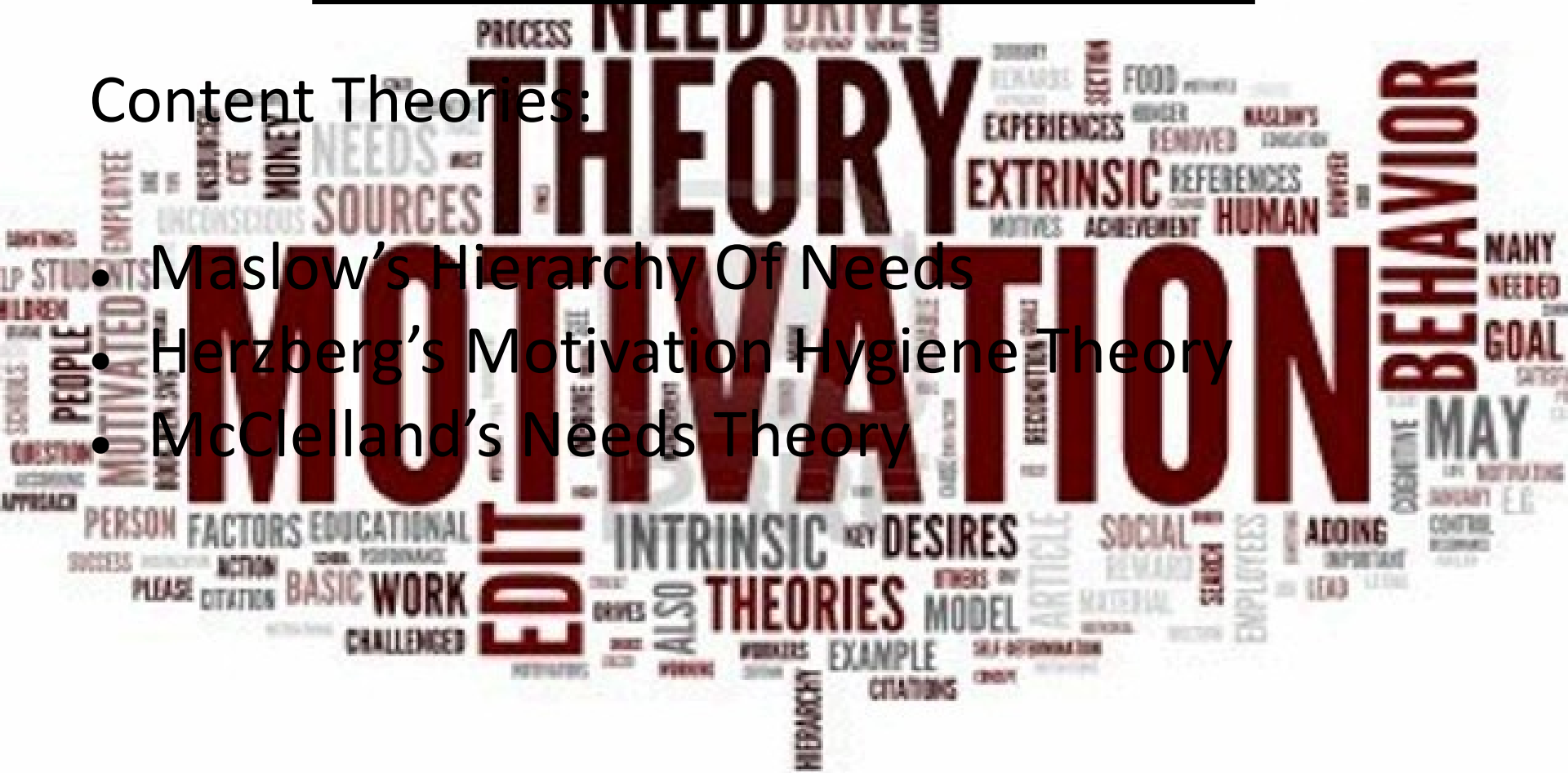
Developing skills



Theories of Motivation

Content Theories:

- Maslow's Hierarchy Of Needs
- Herzberg's Motivation Hygiene Theory
- McClelland's Needs Theory



Maslow s Hierarchy of Needs

- Defined by the American psychologist (Abraham Harold Maslow)
- People have five basic needs.
- The first four categories are the scarce needs, fifth is need of existence or growth.
- Lower needs are more important.



Herzberg's motivation-hygiene theory

- Introduced a two-factor model
- Satisfaction and discontent are separate factors and not in a continuum

	Low motivation	High motivation
High hygiene	"Paycheck"	"Dreamjob"
Low hygiene	"Misery"	"Calling"

McClelland's three needs theory

- Focuses on top of Maslow's pyramid
- Defines 3 needs regardless of age, sex or culture

**Need for
achievement**

**Need for
power**

**Need for
affiliation**

- Dominance of different types of motivation was shown to follow trends in different positions

Motivation and Money

Key issue: How does financial rewards influence employees motivation and performance ?

- Powerful force as it is linked to satisfaction of needs
- Means of achieving a desired standard of living
- Importance of money can be reduced after a certain stage
- Association between salary and job satisfaction is fairly weak
- Financial incentives negatively effect intrinsic motivation
- People value money for various reasons
- Different values are differentially linked to engagement
- Personalities are predictors of engagement

**MONEY WAS NEVER
A BIG MOTIVATION
FOR ME, EXCEPT AS
A WAY TO KEEP
SCORE. THE REAL
EXCITEMENT IS
PLAYING THE GAME.**

DONALD TRUMP

PICTUREQUOTES.COM

Motivational Strategies

Based on Extrinsic Values:

- Variable Pay Program
- Piece Rate Pay Plan
- Merit Based Pay Plan
- Bonus
- ESOP



Motivational Strategies

Based on Intrinsic Values:

- Employee Recognition Program
- Flexible Benefits
- Goal Congruence



Thank you!

Questions?