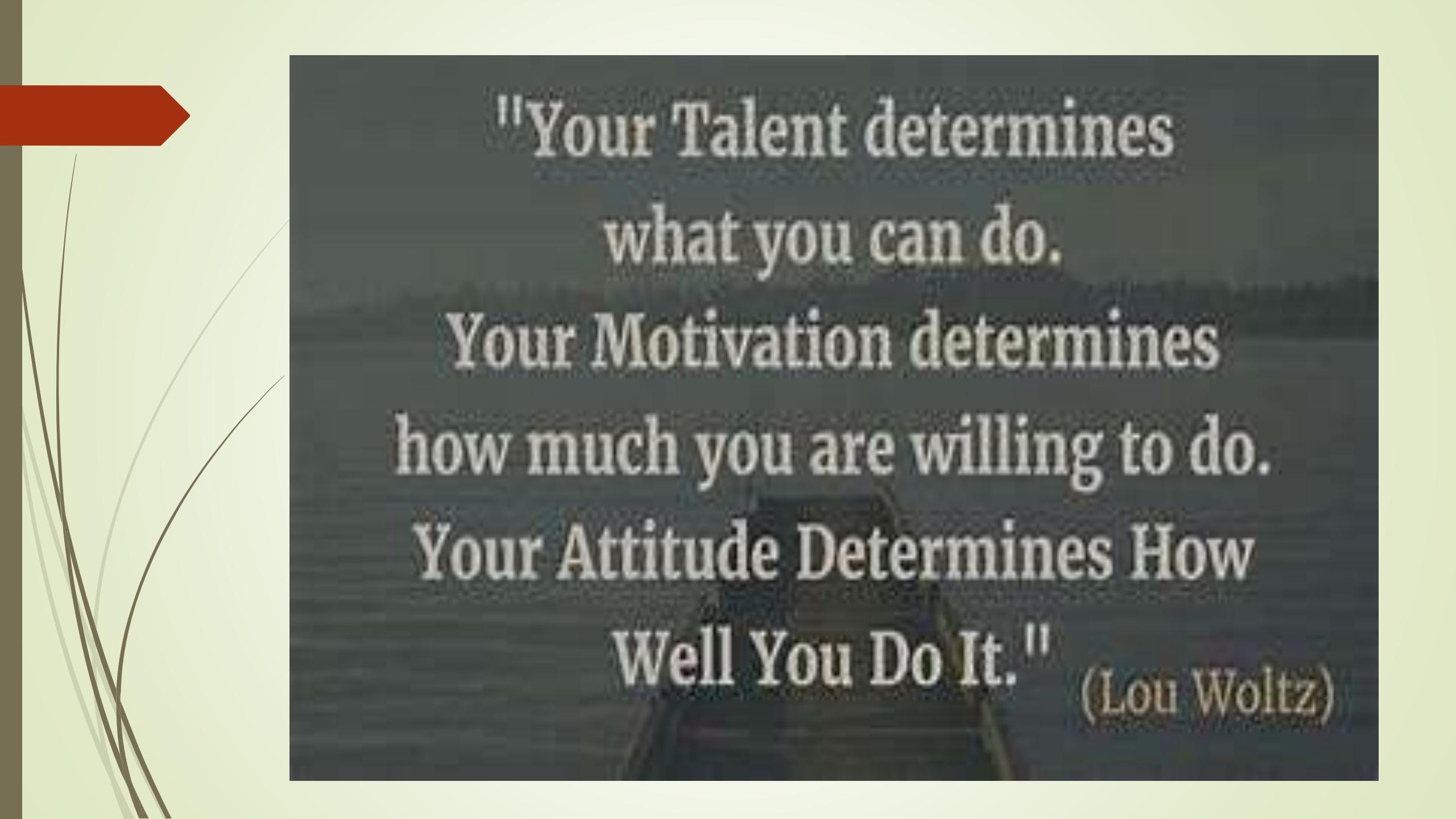




Motivation



“You can buy employees’ time, presence, movement for work; but the enthusiasm, loyalty and devotion of hearts cannot be bought.”

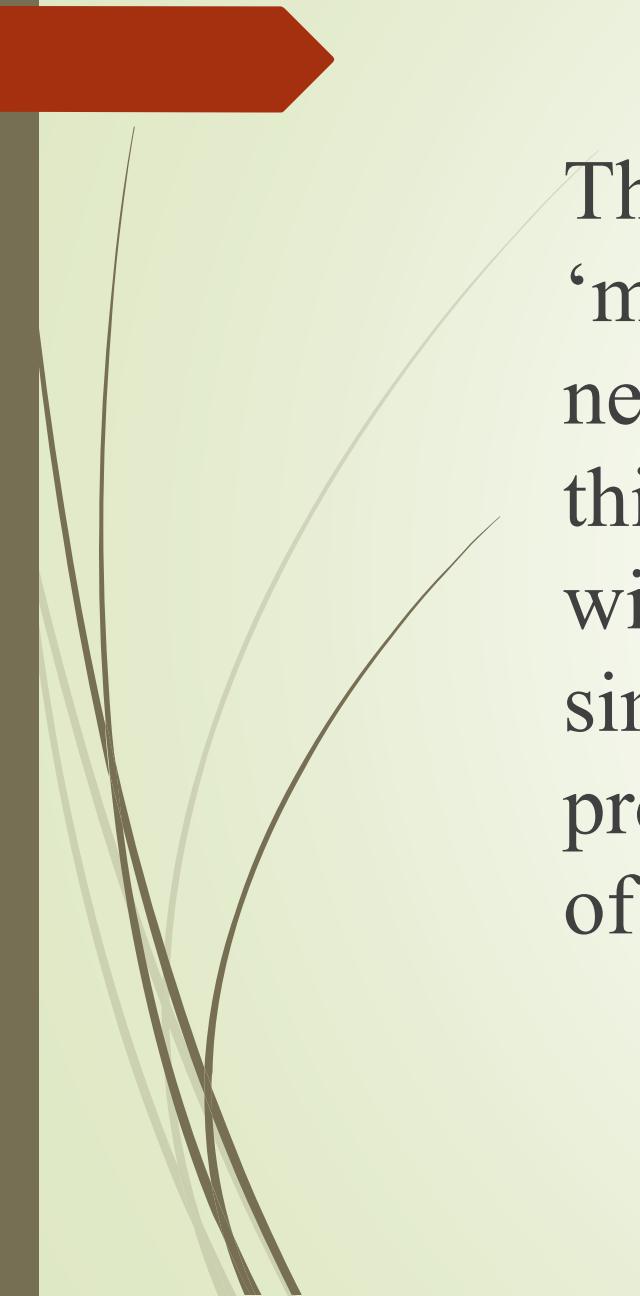


"Your Talent determines
what you can do.

Your Motivation determines
how much you are willing to do.

Your Attitude Determines How
Well You Do It."

(Lou Woltz)



About Motivation

The term ‘Motivation’ is derived from the word ‘motive’. Motives are expressions of a person’s needs and hence they are personal and internal. In this context, the term “need” should not be associated with urgency or any pressing desire for something. It simply means something within an individual that prompts him to action. Motives or needs are ‘whys’ of behaviour.

Traditional Theory of Motivation

► **Fear and Punishment Theory:** 'No affection without threat'. Its moto is, 'Either work or get out.' It is based on the military principle. "Neither make reply nor reason why, but to do or die." This concept in modern era is neither democratic nor practical. Fear and punishment is a negative motivation and instead of motivating any one, these discourage the employees and their efficiency is reduced.

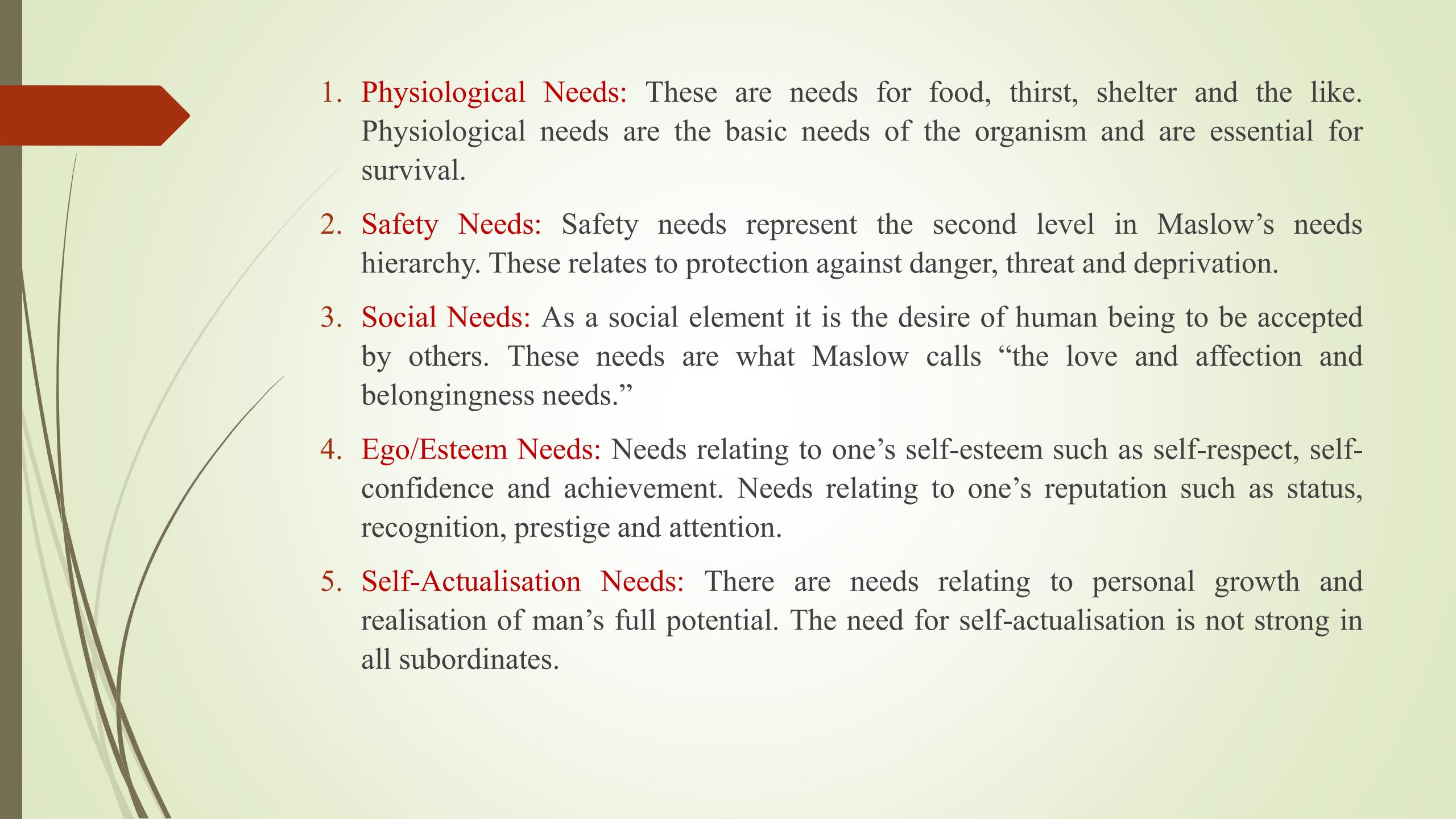


Maslow's Need-Hierarchy Theory

An understanding of human needs and the role played by them in directing and shaping people's behaviour is absolutely essential for securing the desired motivation. Maslow, a psychologist, developed a theory of motivation based on human needs arranged in a particular order from the lower in the higher. The hierarchy of needs of motives suggested by Maslow may be shown in the following manner:

Maslow's Hierarchy of Needs





1. **Physiological Needs:** These are needs for food, thirst, shelter and the like. Physiological needs are the basic needs of the organism and are essential for survival.
2. **Safety Needs:** Safety needs represent the second level in Maslow's needs hierarchy. These relate to protection against danger, threat and deprivation.
3. **Social Needs:** As a social element it is the desire of human being to be accepted by others. These needs are what Maslow calls "the love and affection and belongingness needs."
4. **Ego/Esteem Needs:** Needs relating to one's self-esteem such as self-respect, self-confidence and achievement. Needs relating to one's reputation such as status, recognition, prestige and attention.
5. **Self-Actualisation Needs:** There are needs relating to personal growth and realisation of man's full potential. The need for self-actualisation is not strong in all subordinates.



Conclusion

- ▶ Maslow's need hierarchy theory of motivation has been criticised on the ground that it leaves no room for difference between individuals. Thus, Maslow's need hierarchy is yet to gain much of research support.

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