

# MOTIVATION CONCEPT AND APPLICATIONS

## DEFINITION

“MOTIVATION IS THE DESIRE WITHIN AN INDIVIDUAL THAT STIMULATES HIM OR HER TO ACTION”

GEORGE R TERRY

“MOTIVATION REFERS TO THE WAY IN WHICH URGES , DRIVES , DESIRES , ASPIRATIONS, STRIVINGS OR NEEDS DIRECT, CONTROL OR EXPLAIN THE BEHAVIOUR OF HUMAN BEINGS.”

D.E. McFARLAND

# What is Motivation?

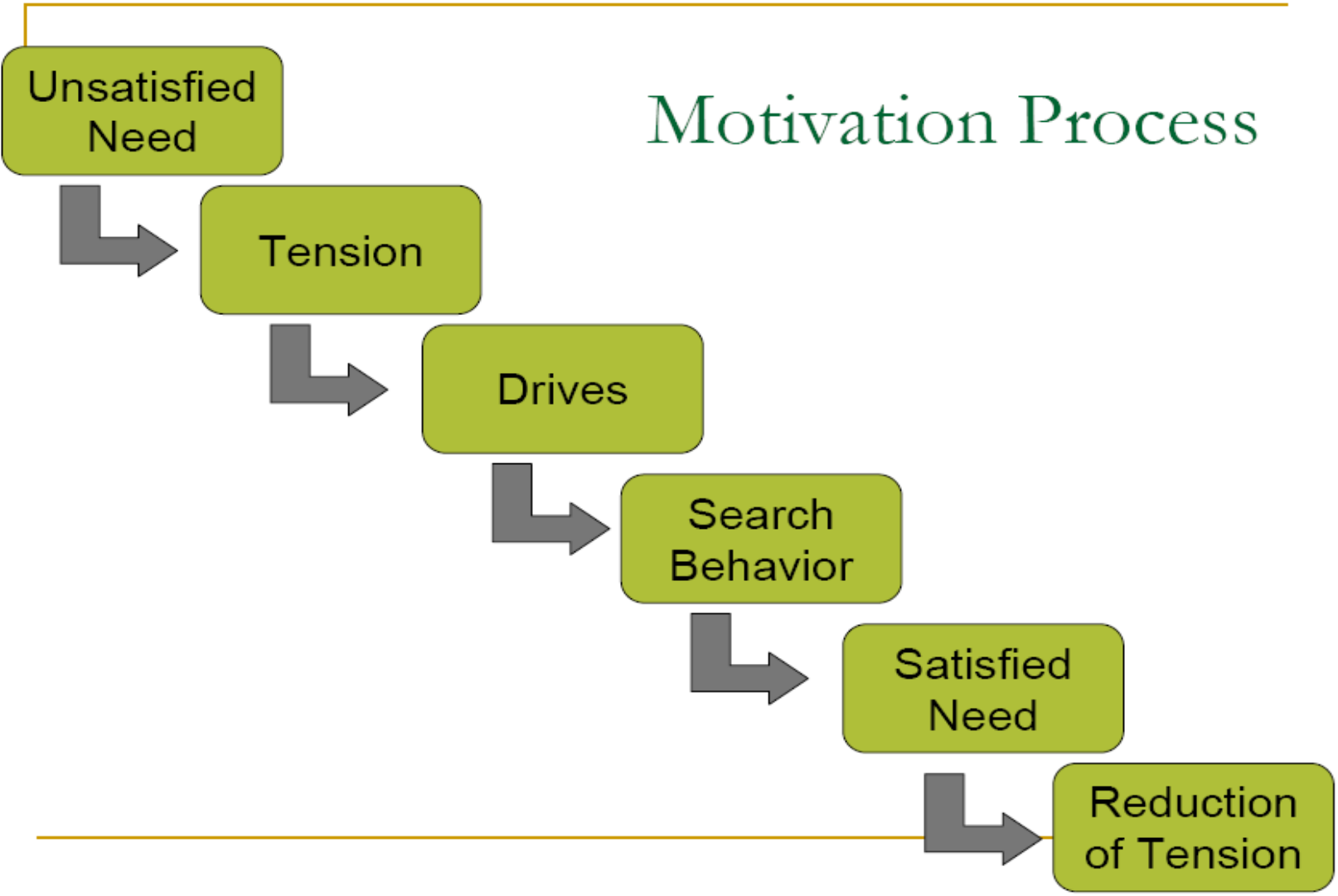
- The willingness to do something, conditioned by this action's ability to satisfy some need for the individual



## NATURE OF MOTIVATION

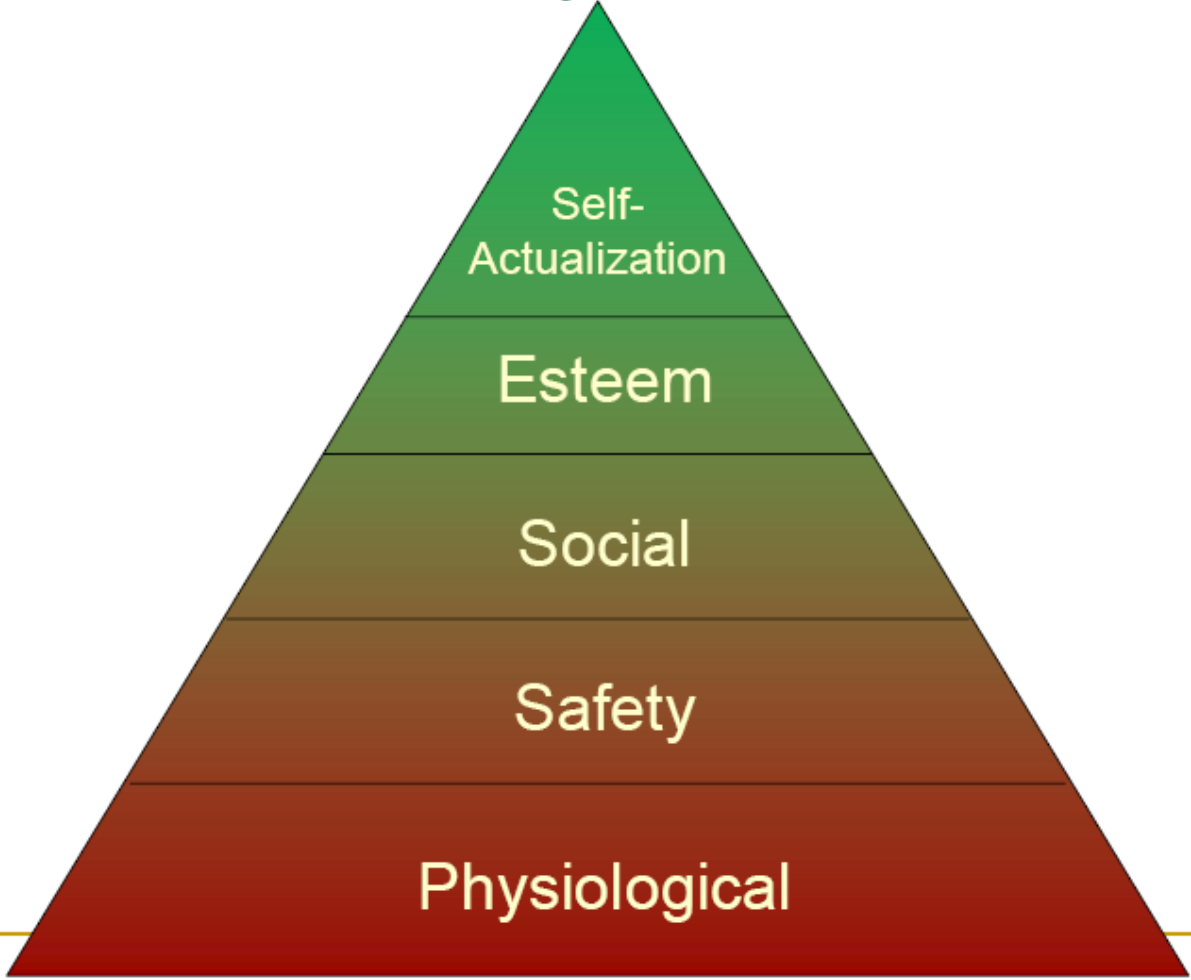
- ✓ BASED ON MOTIVES
- ✓ AFFECTED BY MOTIVATING
- ✓ GOAL DIRECTED BEHAVIOUR
- ✓ RELATED TO SATISFACTION
- ✓ PERSON MOTIVATED IN TOTALITY
- ✓ COMPLEX PROCESS

# Motivation Process





# *Maslow's Hierarchy of Needs Theory*



# McGregor's Theory X and Theory Y

## Theory X Workers

- Dislike work
- Must be threatened with punishment
- Avoid responsibilities
- Seek formal direction
- Require security
- Little ambition



## Theory Y Workers

- View work as natural
- Self-directed
- Exercise self-control
- Accept responsibility
- Seek responsibility
- Make innovative decisions

# APPLICATIONS OF MOTIVATION THEORIES



# MANAGEMENT BY OBJECTIVE



“A PROGRAM THAT ENCOMPASSES SPECIFIC GOALS, PARTICIPATIVELY SET, FOR AN EXPLICIT TIME PERIOD, WITH FEED BACK.”

# EMPLOYEE RECOGNITION PROGRAMS



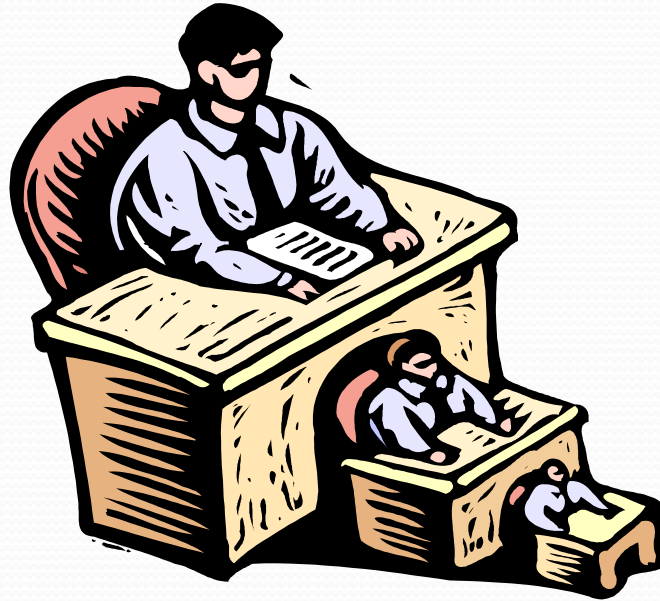
- “ A PROGRAM THAT REWARDS AN INDIVIDUAL BEHAVIOUR WITH RECOGNITION TO ENCOURAGE ITS REPETITION.”

# EMPLOYEE INVOLVEMENT PROGRAM



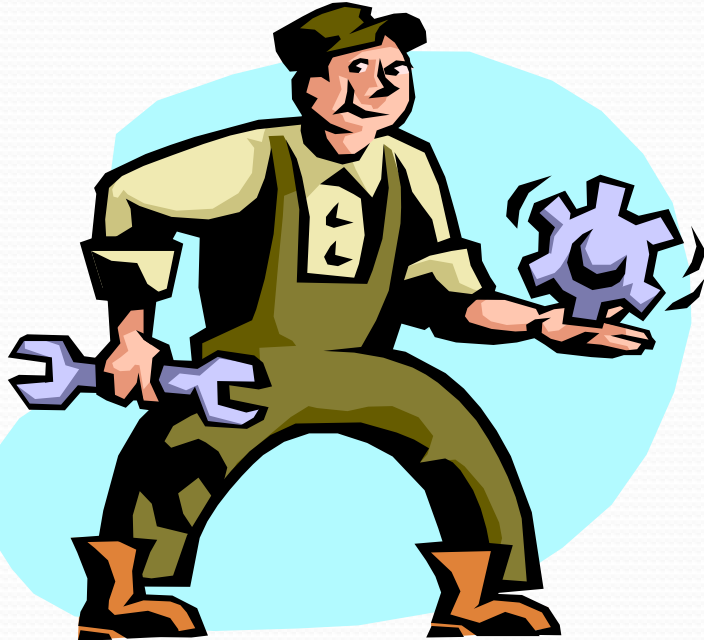
- “A PARTICIPATIVE PROCESS THAT USES THE ENTIRE CAPACITY OF EMPLOYEES AND IS DESIGNED TO ENCOURAGE INCREASED COMMITMENT TO THE ORGANISATION’S SUCCESS.”

## VARIABLE PAY PROGRAMS



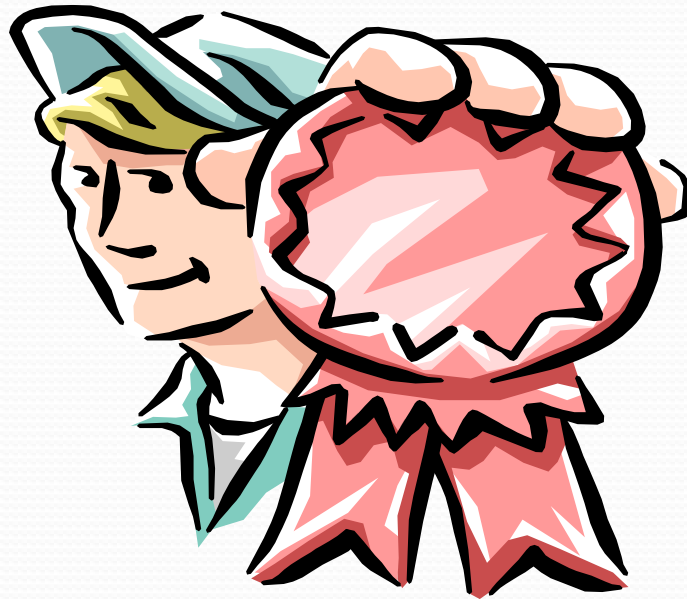
- “A PORTION OF AN EMPLOYEE’S PAY BASED ON SOME INDIVIDUAL AND ORGANISATIONAL MEASURE OF PERFORMANCE.”

## SKILL-BASED PAY PLANS



- “IT IS A TOOL TO JUDGE PEOPLE ACCORDING TO THEIR SKILLS AND TO PAY THEM FOR THOSE SKILLS.”

## FLEXIBLE BENEFITS



- “PROGRAM BY EMPLOYEES TO MEET THEIR PERSONAL NEEDS BY PICKING AND CHOOSING FROM A MENU OF BENEFIT OPTIONS.”

## POSITIVE & LATERAL THINKING BENEFITS FROM ENHANCING CREATIVITY

- Increasing your creativity at work
- Help you make the best use of your talents, aptitudes & abilities.
- Enhance the enjoyment of your job.
- Improve your self confidence

## POSITIVE & LATERAL THINKING BENEFITS FROM ENHANCING CREATIVITY

- Make a more valuable employee
- Enhance your opinion of yourself as a proficient problem solver.
- Make you more self motivated.
- Give you a greater sense of control and mastery over your job.

# CREATIVITY AND INNOVATION



Creativity is the ability to produce new and original ideas and things. Innovation makes the idea practical and usable. The innovative activity in any business enterprise depends upon the creative contributions of its members. It also depends upon how the organization taps the creativity of its talented members.

