

# MOTIVATION MEANING

- **Motivation:-**

Motivation can be defined as stimulating, inspiring and inducing the employees to perform to their best capacity.

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Motivation is a psychological term which means it cannot be forced on employees. It comes automatically from inside the employees as it is the willingness to do the work.

# IMPORTANCE OF MOTIVATION

## 1. Improves Performance Level:-

The motivation provided in the organisation gives a special spirit and energy to work more. Also, they get satisfied with the proper appraisal of the work they have done. All these factors will improve the performance level of an employee.

## 2. Reduction in Resistance to Change:-

Even though the monetary benefits are countable, if the company atmosphere and colleagues, recognition is encourageable and gets motivated, no employee wants to change the organisation. This leads to a reduction in resistance to change in the company.

### 3. Healthy Corporate Image:-

The importance of motivation can also be measured in terms of corporate image. If the motivation and inspiration provided in the organisation were proper personnel may create a healthy corporate image in the market.

#### 4. Productive Utility of Resources:-

Another outcome that explains the importance of motivation is the productive utilisation of resources. If the motivation is good in the organisational environment, the relationship will be smooth. Then everyone can share their strengths and weaknesses. This results in making use of all the resources optimally.



## 5. Increased Efficiency and Output:-

One of the best advantages of employee motivation to the firm is the increase in the level of efficiency and output. As the resources are utilised optimally, the output may get increased than before. As already all the employees are working in satisfying conditions, they put their maximum efforts to give maximum efficiency.

## 6. Achievement of Goals:-

All the advantages of employee motivation to the company are interrelated. If the efficiency and output were increased, this is what achieves the goal of an organisation. The primary purpose of each organisation is to provide an effective output that earns a high income in return.

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