

HERTZBERG'S TWO FACTOR THEORY

- Hertzberg's Two Factors Theory:-

Herzberg's Motivation Theory model, or Two Factor Theory, argues that there are two factors that an organization can adjust to influence motivation in the workplace.

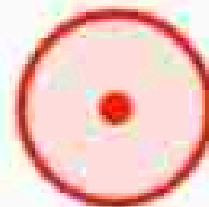
1. Hygiene Factor
2. Motivator Factor

1. Hygiene Factor:-

These won't encourage employees to work harder but they will cause them to become unmotivated if they are not present. The absence of hygiene factors will cause employees to work less hard. Hygiene factors are not present in the actual job itself but surround the job.

1. Hygiene Factor:-

1. Company Policies
2. Supervision
3. Work conditions
4. Salary
5. Status
6. Security



2. Motivator Factor:-

Which can encourage employees to work harder. The presence of motivators causes employees to work harder. They are found within the actual job itself.

2. Motivator Factor:-

1. Achievement
2. Recognition
3. Responsibility
4. Growth
5. Promotion