





What is Motivation

- Derived from word-motive
- Any idea, need or emotion that prompts a man into action

Definition

The complex of forces starting and keeping a person at work in an organization. Motivation is something that moves the person to action, and continues him in the course of action already initiated

Dubin

Maslow's Need Hierarchy Model

Maslow

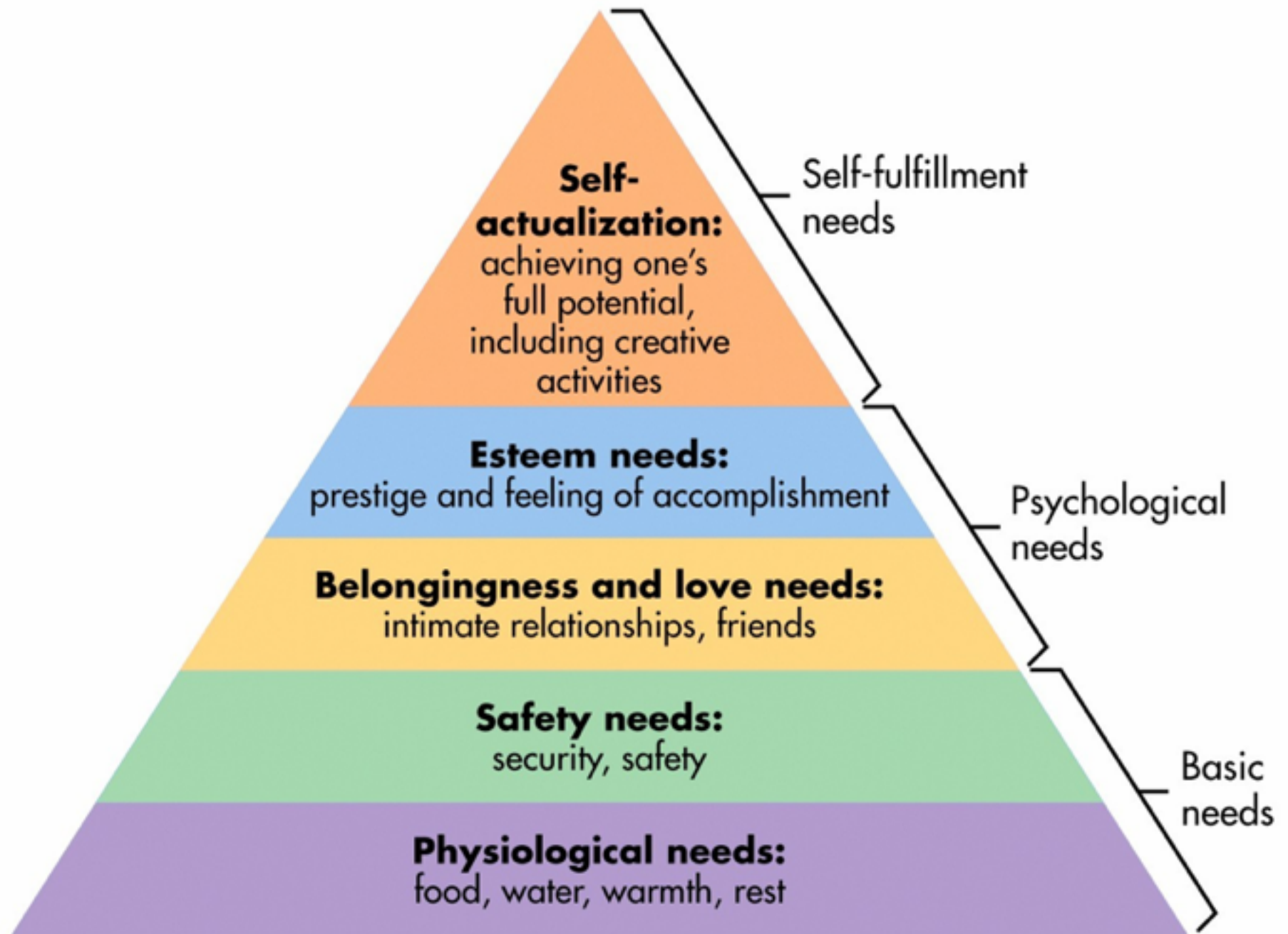
Maslow Derived that

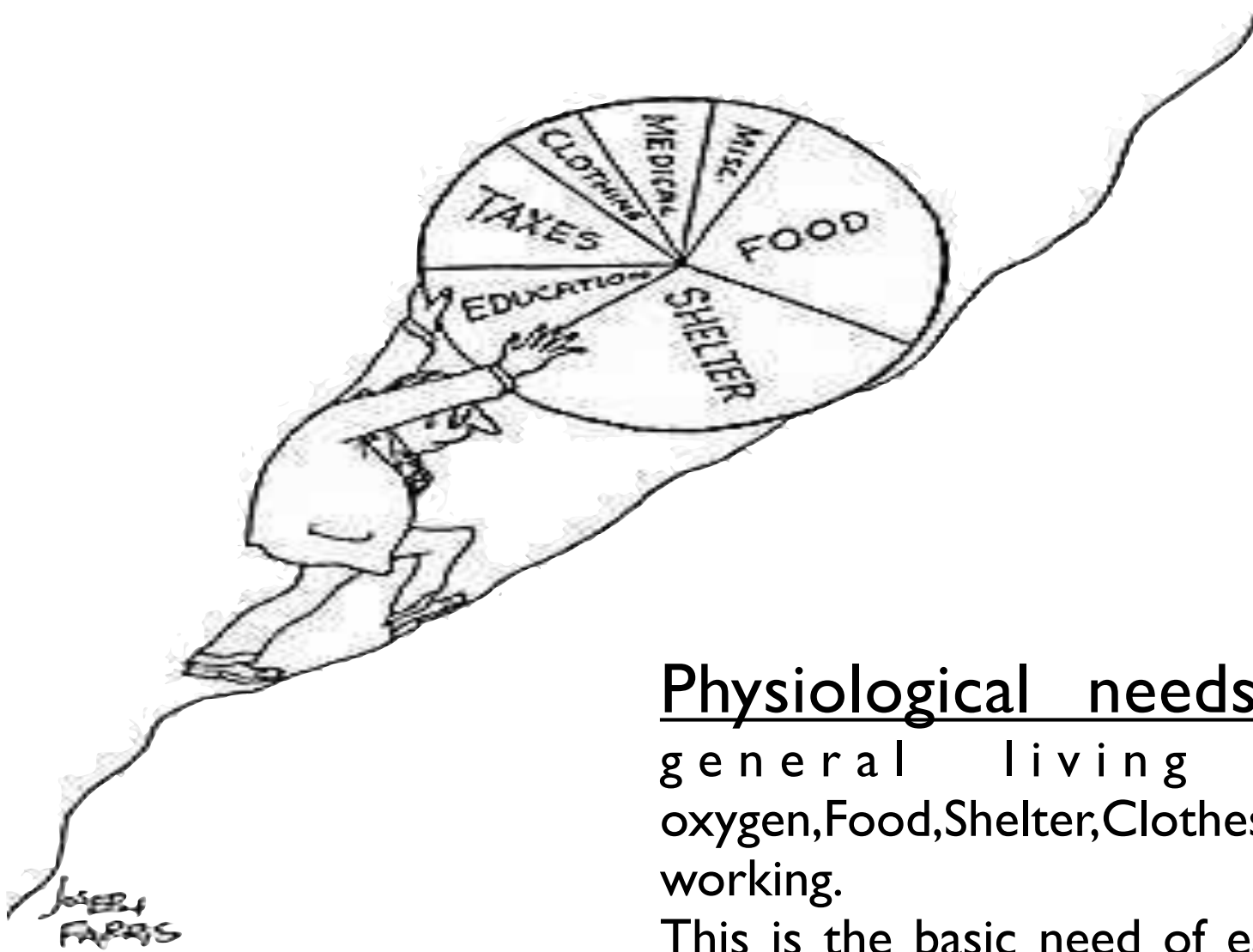
1.Satisfied needs never force for motivation.

2.He Motivated when the minimum needs are satisfied.

3.He proposed human needs can be arranged in a particular order.







Physiological needs-It is the human general living needs like oxygen, Food, Shelter, Clothes. For which he is working.

This is the basic need of each and every living human being. Then he try for next level of motivation.

Safety and Security Need-When Physical Needs being fulfilled the next level is security need means Security of job, Security of Finance, Physical security and Family Security etc



Social Need-This is Mutual respect in society ,Admiration, Like work group, Peer Group, Friendly Behavior of manager and Subordinates.



Self Esteem



You Are Unique



You may not think that the world needs you, but it does. For you are unique, like no one that has ever been before or will come after.

No one can speak with your voice, say your piece, smile your smile, or shine your light. No one can take your place, for it is yours alone to fill.

If you are not there to shine your light, who knows how many travelers will lose their way as they try to pass by your empty place in the darkness?

Self Esteem –Means it is earned
by himself like
Feelings, capabilities, Strength, Self
Confidence, Prestige, Reputation
and Attention Negative esteem
Weakness and Loneliness



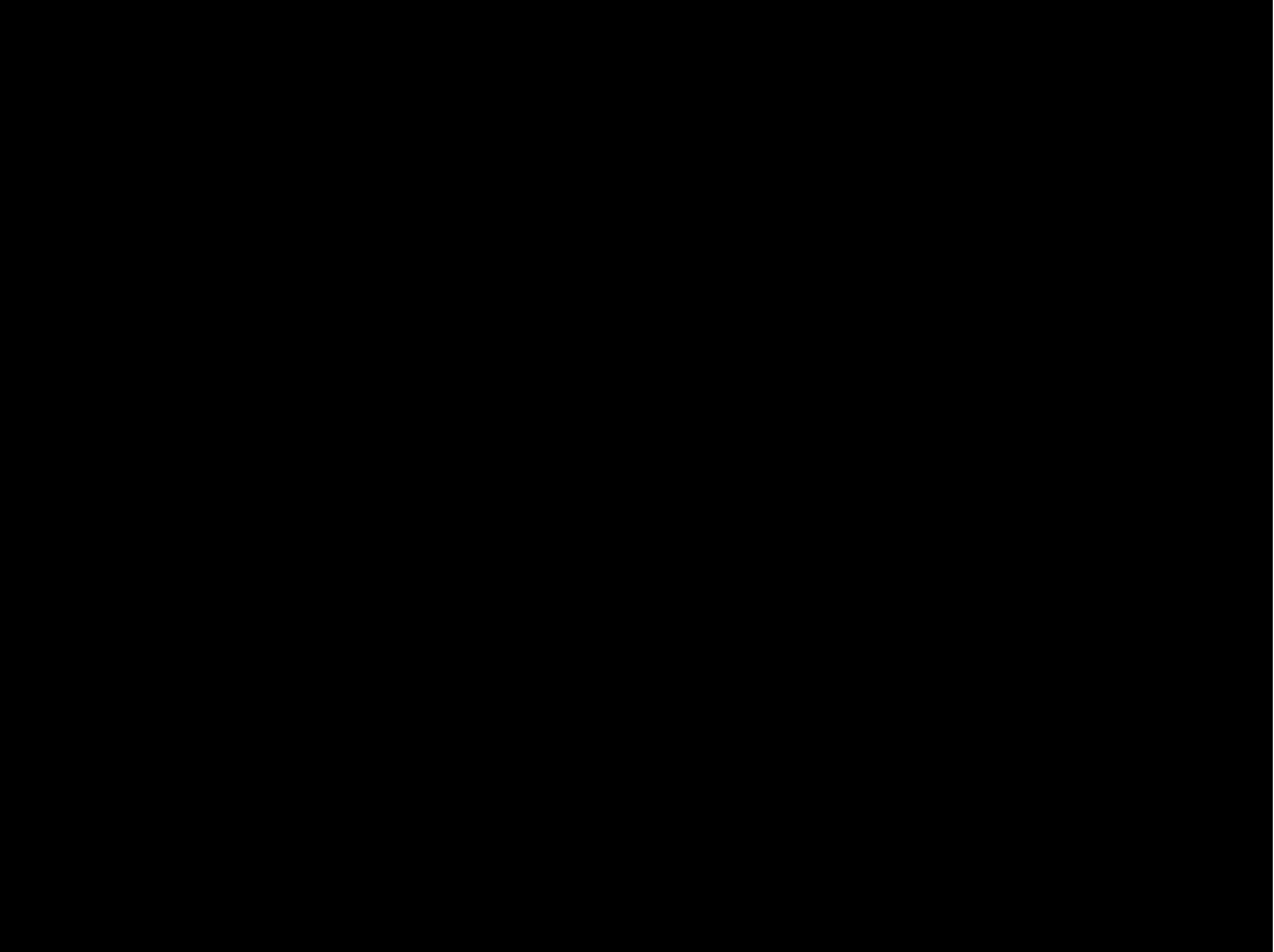
Self Actualization Need-

Mission in life

He wants to do something that is challenging

Means motivate the employees for self actualization





Strength of Maslow's Need Model-

- 1.It is not representing the Changing Motivation level of each employee.
- 2.It is representing the innovation to help the manager in motivation.
- 3.It covers the interpersonal and Interpersonal behavior.
- 4.It said that Motivation is a changing force.
- 5.It is simple to understand.

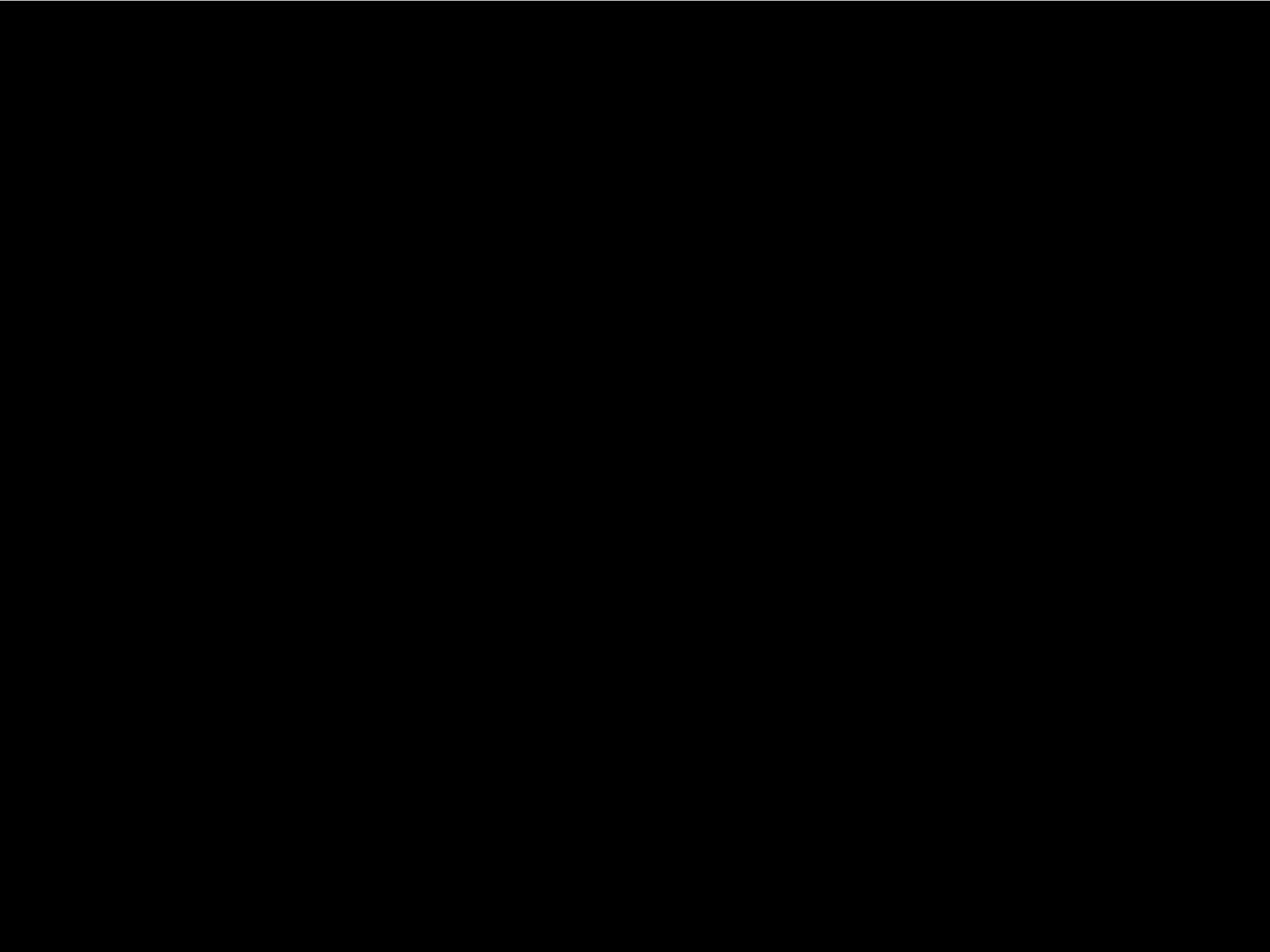
Weakness-

- 1.It represent the needs in given time.
- 2.The Various Individuals having different motivation and needs .
- 3.All the needs can not fulfilled or might be employee satisfied in 3 or 4 level

McGregor's Participation Model

- Two Pairs of assumptions about human beings
- Theory X and Theory Y

Video



Introduction

Your management style is strongly influenced by your beliefs and assumptions about what motivates members of your team: If you believe that team members dislike work, you will have an authoritarian style of management; On the other hand, if you assume that employees take pride in doing a good job, you will tend to adopt a more participation style.

X-Theory

Theory X assumes that employees are naturally unmotivated and dislike working, and this encourages an authoritarian style of management. According to this view, management must actively intervene to get things done. This style of management assumes that workers:

X-Theory

1. Dislike working.
2. Avoid responsibility and need to be directed.
3. Have to be controlled, forced, and threatened to deliver what's needed.
4. Need to be supervised at every step, with controls put in place.
5. Need to be enticed to produce results; otherwise they have no ambition or motivation to work.

X-Theory

X-Type organizations tend to be top heavy, with managers and supervisors required at every step to control workers. There is little delegation of authority and control remains centralized.

McGregor recognized that X-Type workers are in fact usually the minority, and yet in large scale production environment, X Theory management may be required and can be unavoidable.

Y-Theory

Theory Y shows a participation style of management that is de-centralized. It assumes that employees are happy to work, are self-motivated and creative, and enjoy working with greater responsibility. It assumes that workers:

Y-Theory

1. Take responsibility and are motivated to fulfill the goals they are given.
2. Seek and accept responsibility and do not need much direction.
3. Consider work as a natural part of life and solve work problems imaginatively.

Y-Theory

This management style tends to be more widely appropriate. In Y-Type organizations, people at lower levels of the organization are involved in decision making and have more responsibility.

Application

Although Theory X management style is widely accepted as poor to others, it has its place in large scale production operation and unskilled production-line work. Many of the principles of Theory Y are widely adopted by types of organization that value and encourage participation. Theory Y-style management is suited to knowledge work and professional services. Professional service organizations naturally evolve Theory Y-type practices by the nature of their work; Even highly structure knowledge work, such as call center operations, can benefit from Theory Y principles to encourage knowledge sharing and continuous improvement.

Alderfers's ERG Model

- Serious doubts were raised of five distinct need categories
- Overlapping
- So Alderfer condensed them into three
- Existence Need
- Relatedness Needs
- Growth Needs

Existence Needs

- All forms of Material and physiological and safety needs -Maslow's first two levels

Relatedness

- These includes all needs that involve relationships with others
- People we care about
- Relatedness needs cover Maslow's social needs
- That part of esteem needs which derived from others

Growth

- Involves persons making creative efforts to achieve full potential in existing env
- Like Self Actualization

How he revised Maslow

- As we move from a focus on existence to relatedness to growth, the way we satisfy become abstract.
- Rise in level of satisfaction of Existence and relatedness needs may result in decrease in their importance
- Our growth needs become more important as we satisfy
- He reasoned that we first satisfy our concrete needs and abstract needs

McClelland's Three Need Model

- Each person tends to develop certain motivational drive due to environment
- Model is based on three types of needs
- Need for achievement
- Need for power
- Need for affiliations

Need for Achievement

- Some people have compelling drive to succeed
- They desire to do something which has not been done earlier
- Finding solutions to problems
- Where they receive rapid feedbacks
- They are not gamblers
- Enterprising nature

Need for Achievement

- Takes calculated risks
- In research he found out that only 10 % of people in USA are in this level

What to do

- Train to make think,walk,talk and act like people with high need achievement
- Stimulate participants to set higher but carefully planned goals
- Let the participants know themselves
- Develop team spirit to know about each others hopes,fears,successes and failures.

Power Motivation

- To be influential
- To control others
- People high on P-Motivation are in charge types
- Risk Takers
- Two Type-Institutionalized and Personalized

Affiliation Motivation

- Desired to be liked and accepted by others
- Need for human companionship
- These people strive for friendships, prefer cooperative rather than competitive
- People show some characteristics

Characteristics

- A Strong desire for approval and reassurance from others.
- A tendency to conform to the wishes of people
- A sincere interest in the feelings of others
- High on interpersonal characteristics