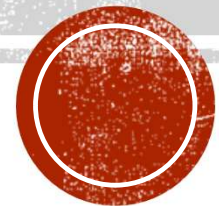


MOTIVATION

Dr. Aamna Khan



INTRODUCTION

- Motivation is the internal drive that pushes individuals to take action to achieve personal or organizational goals.
- Emergence of the Term:
 - Originates from the Latin word 'movere' meaning 'to move'
 - Gained popularity in psychology and business studies in the early 20th century



IMPORTANCE AT WORKPLACE

- - Improves employee performance
- - Increases productivity
- - Enhances job satisfaction
- - Promotes employee retention
- - Drives innovation and creativity



TYPES OF MOTIVATION

- - Intrinsic Motivation (Internal drive, personal satisfaction)
- - Extrinsic Motivation (External rewards like salary, recognition)



THEORIES

- **Classical Motivation Theories:** Focus on early theories of motivation rooted in human needs and behaviors.
- **Modern Motivation Theories:** Focus on contemporary approaches considering psychological and social factors.

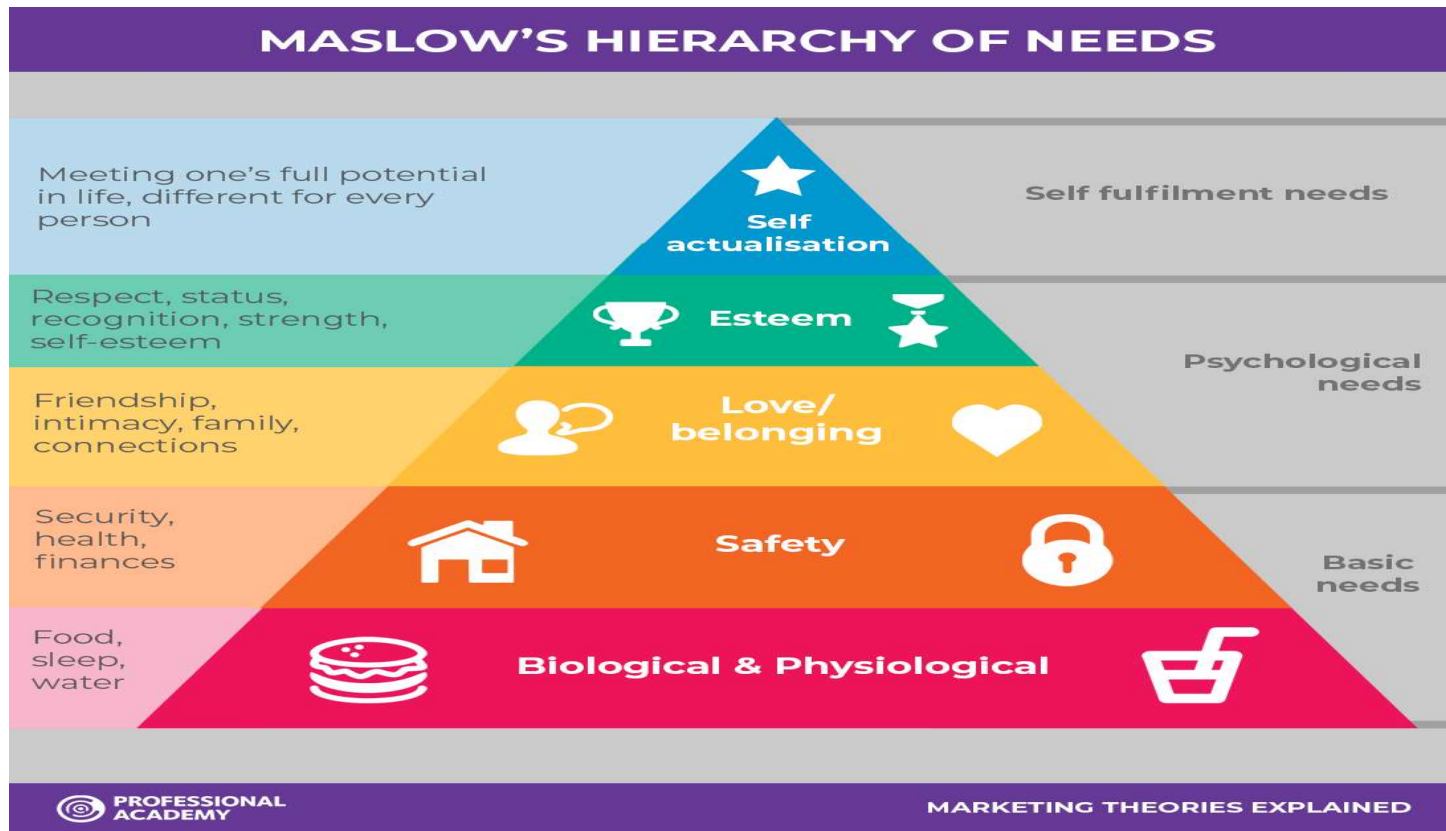


THEORIES

Classical Theories	Modern Theories
Maslow's Hierarchy of Needs	Vroom's Expectancy Theory
Herzberg's Two-Factor Theory	Equity Theory (Adams)
McGregor's Theory X and Theory Y	Goal-Setting Theory (Locke & Latham)
McClelland's Theory of Needs	



MASLOW'S HIERARCHY OF NEEDS



MASLOW'S HIERARCHY OF NEEDS

- Explanation of 5 levels:
 - Physiological Needs: Basic survival needs like food, water, and shelter.
 - Safety Needs: Security and protection from harm.
 - Social Needs: Desire for love, friendship, and belonging.
 - Esteem Needs: Need for recognition, self-respect, and achievement.
 - Self-actualization: Realizing personal potential and self-growth.
- Activity: List your own needs in the hierarchy.



HERZBERG'S TWO-FACTOR THEORY

- Proposed by Frederick Herzberg, this theory divides workplace factors into two categories:
 - **Motivators:** Factors that lead to job satisfaction (e.g., recognition, achievement, growth opportunities)
 - **Hygiene Factors:** Factors that prevent dissatisfaction but do not necessarily motivate (e.g., salary, job security, working conditions)
- Example: Job role vs Salary



HERZBERG'S TWO-FACTOR THEORY

Motivating Factors

- ✓ Achievement
- ✓ Recognition
- ✓ The work itself
- ✓ Job advancement opportunities
- ✓ Growth opportunities

Hygiene Factors

- ✓ Relationship with peers
- ✓ Company policies
- ✓ Physical workspace
- ✓ Working conditions
- ✓ Salary
- ✓ Status
- ✓ Security
- ✓ Supervision



MCGREGOR'S THEORY X AND THEORY Y

- Developed by Douglas McGregor, this theory presents two contrasting views of employees:
 - **Theory X:** Assumes employees are lazy, dislike work, and require close supervision and authoritarian leadership.
 - **Theory Y:** Assumes employees are self-motivated, enjoy work, and seek responsibility, thriving under participative leadership.



MCGREGOR'S THEORY X AND THEORY Y



Attitude

We dislike work, find it boring, and will avoid it if we can.

We need to work and want to take an interest in it. Under the right conditions, we can enjoy it.

Direction

We must be forced or coerced to make the right effort.

We will direct ourselves towards a target that we accept.

Responsibility

We would rather be directed than accept responsibility, which we avoid.

We will seek and accept responsibility, under the right conditions.

Motivation

We are motivated mainly by money and fears about their job security.

Under the right conditions, we are motivated by the desire to realize our own potential.

Creativity

Most of us have little creativity – except when it comes to getting around rules.

We are highly creative creatures – but are rarely recognized as such or given the opportunity to be.



MCCLELLAND'S THEORY OF NEEDS

Achievement



Affiliation



Power



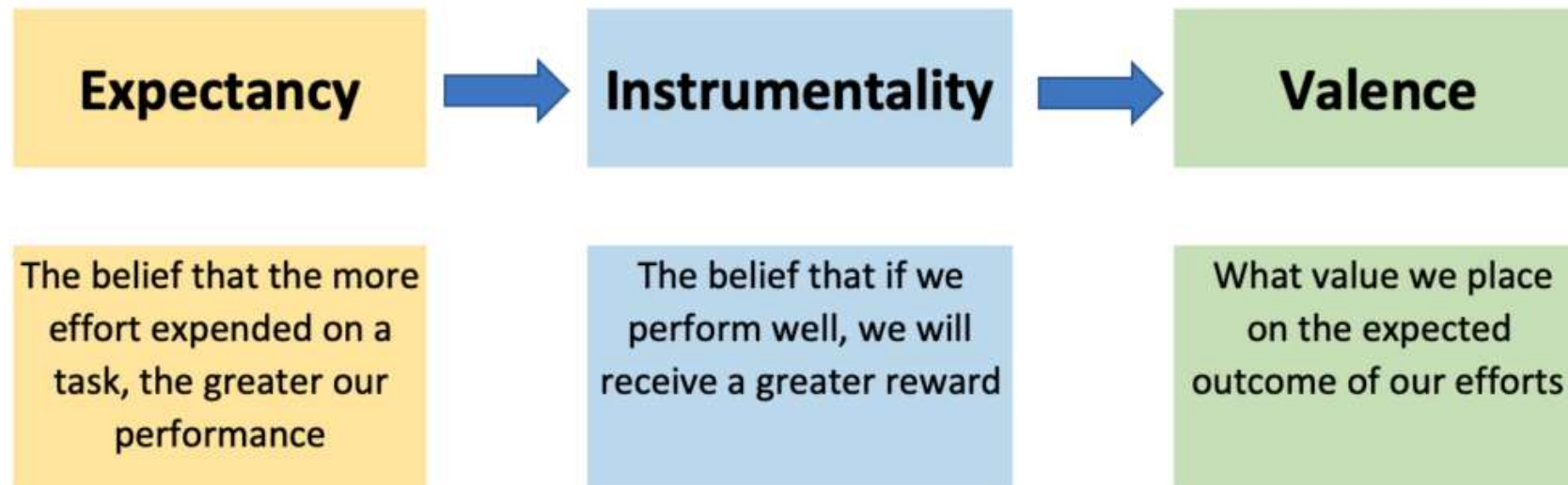
MCCLELLAND'S THEORY OF NEEDS

- Proposed by David McClelland, this theory identifies three primary human needs that influence workplace behavior:
 - **Need for Achievement:** Desire to accomplish challenging goals and gain recognition.
 - **Need for Power:** Desire to influence others and have authority.
 - **Need for Affiliation:** Desire to build relationships and be part of a group.



VROOM'S EXPECTANCY THEORY

Vrooms Expectancy Theory



VROOM'S EXPECTANCY THEORY

- Proposed by Victor Vroom, this theory explains how individuals decide to act based on their expectations of the outcome.
 - **Expectancy:** The belief that effort will lead to performance.
 - **Instrumentality:** The belief that performance will lead to a reward.
 - **Valence:** The value an individual places on the reward.

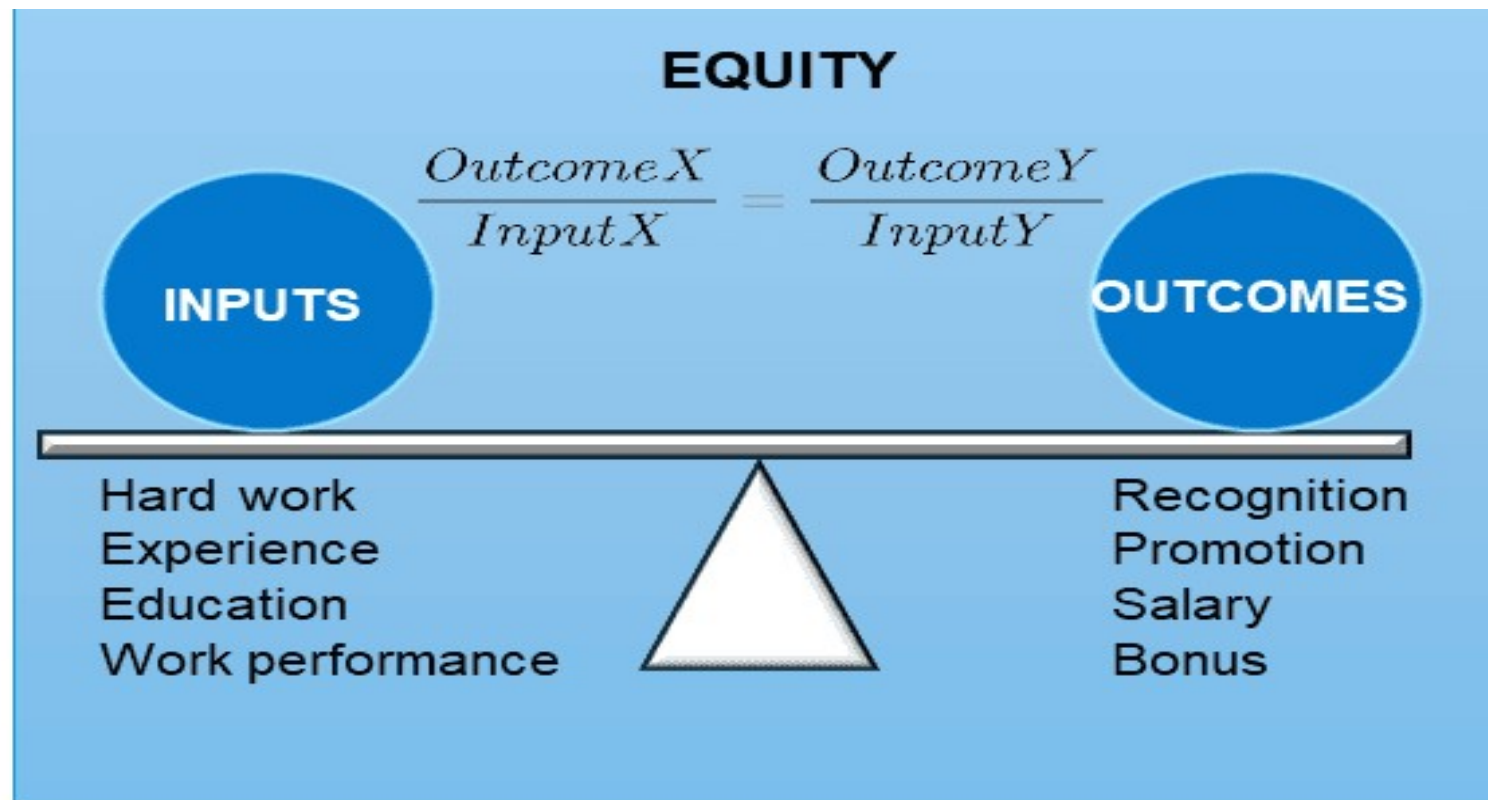


EQUITY THEORY (ADAMS)

- Developed by Victor Vroom in 1964, explains that an individual's motivation is based on their expected outcomes of certain actions.
- suggests that employee motivation at work is driven largely by their sense of fairness.



EQUITY THEORY (ADAMS)



GOAL-SETTING THEORY (LOCKE & LATHAM)

Locke's Goal Setting Theory

1. Clarity
2. Challenge
3. Commitment
4. Feedback
5. Task Complexity



GOAL-SETTING THEORY (LOCKE & LATHAM)

- Developed by Edwin Locke and Gary Latham, this theory emphasizes that setting specific, challenging goals leads to higher performance. Goals act as motivators when they are clear, measurable, and attainable.

