

MOTIVATION

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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.

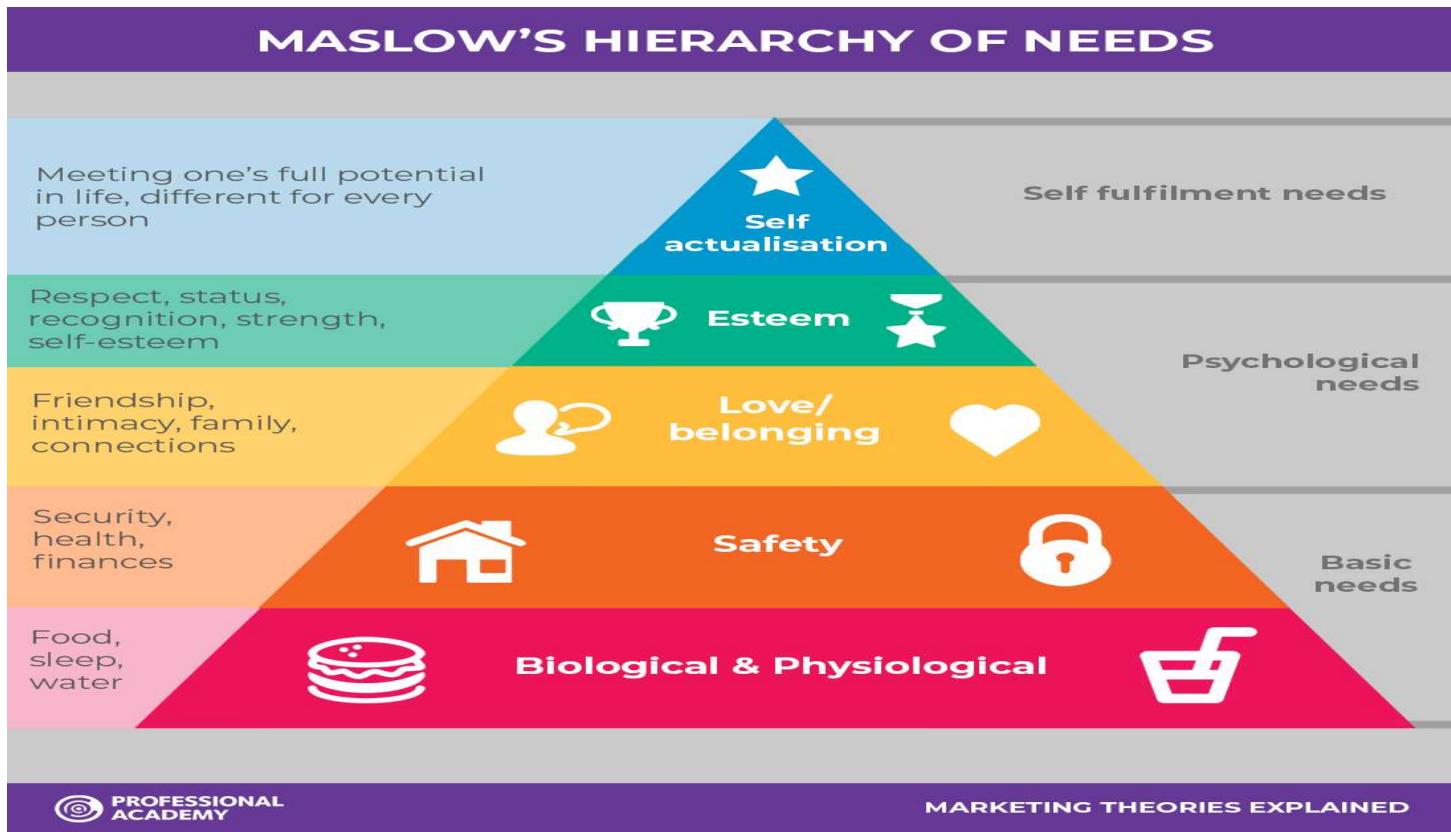


THEORIES

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

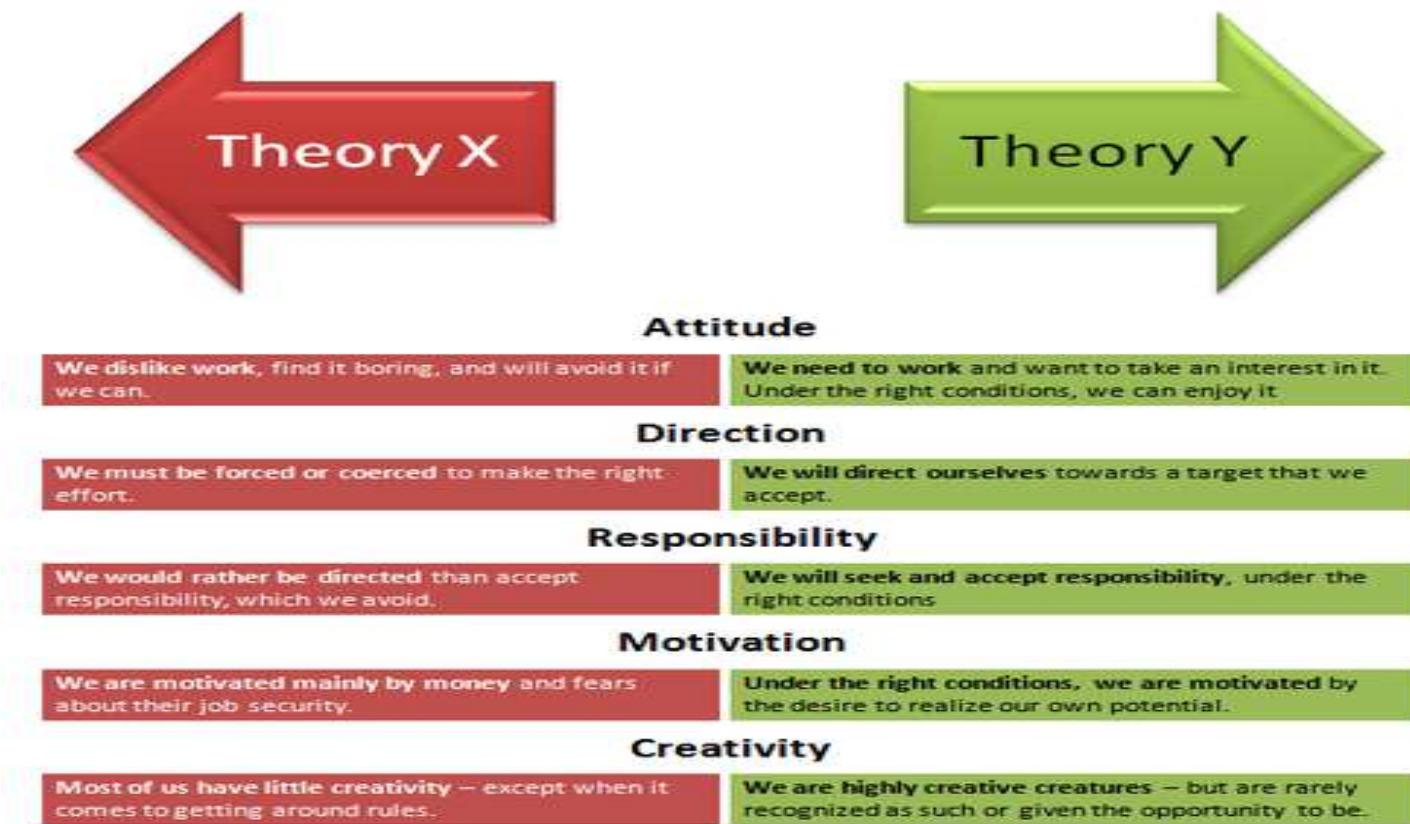


MCGREGOR'S THEORY X AND THEORY Y

- 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



MCCLELLAND'S THEORY OF NEEDS

Achievement



Affiliation



Power



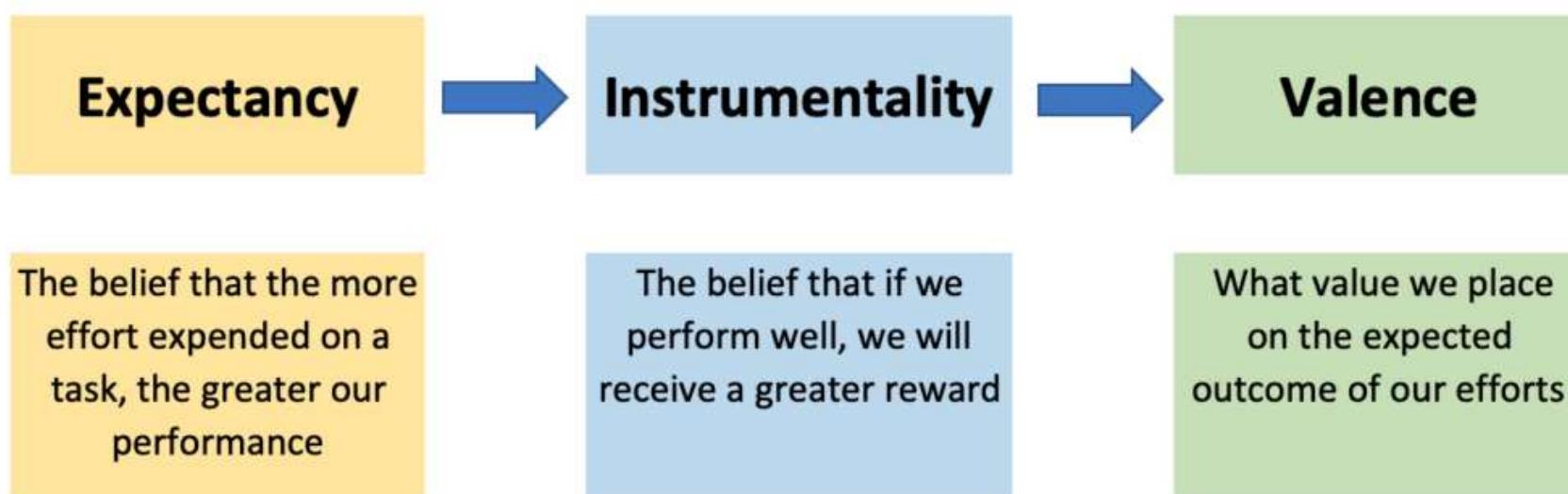
MCCLELLAND'S THEORY OF NEEDS

- 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.

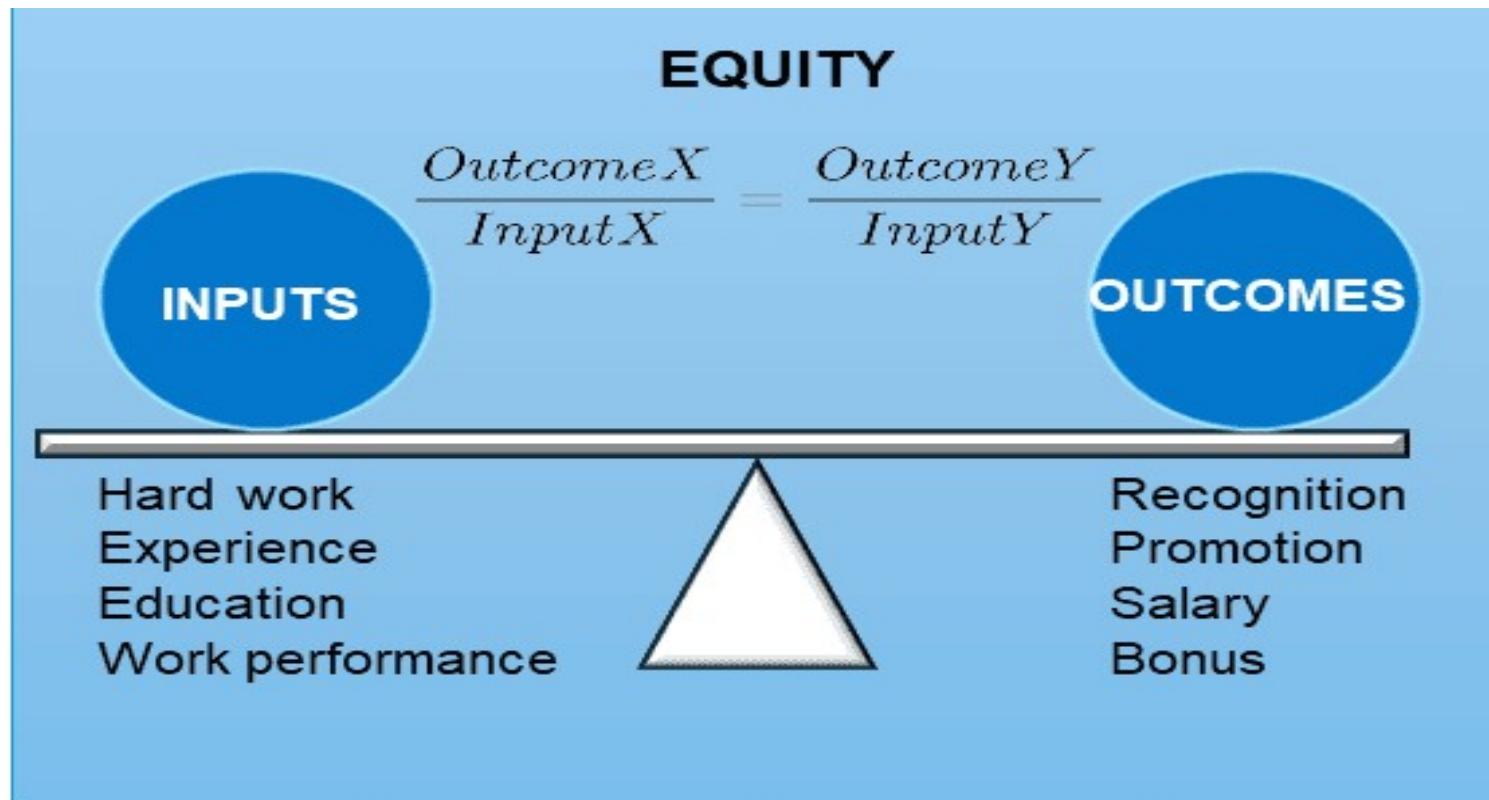


EQUITY THEORY (ADAMS)

- 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.

