1. What we would like to present to you are motivational techniques. The topic is particularly relevant for human resource management.

2. The first point is definition of motivation. The term motivation describes why a person does something. It is the driving force behind human actions. So we can say that motivating is encouraging the employees to certain behaviors and practices which contribute to increase their effectivity and reach the organisation’s goals.

3. Now we are going to present three theories of motivation. It will be theory based on Maslow hierarchy of needs, two factors theory and Mc Gregors Theory.

4. When Maslow created his [Hierarchy of Needs](https://www.sodexoengage.com/blog/rewards-recognition/maslow-herzberg-and-pinks-theories-in-the-workplace), he argued that humans are motivated by five essential needs: physiological, safety, social, self-esteem and self-actualisation (also known as self-fulfilment). This theoretical tool can help motivate, recruit and retain employees but the proper interpreration of pyramid is crucial.   
At the bottom of the pyramid are our physiological needs – this includes having a place to work, regular monthly salary, comfortable working environment and essential facilities (such as a tea/coffee making facilities).   
Safety concerns come next and these include having formal contracts of employment as well as benefits such as a pension scheme and sick pay. There should also be an emphasis on health and safety in the working environment.   
Moving up the pyramid we come to social needs such as work relations. Managing an employee’s social needs can usually be done through promoting group working across teams, departments and different levels, as well as encouraging team building through social activities.   
At the self-esteem level respect for others and praise is important. A 360-degree feedback, appraisal system and rewarding employees’ contributions can help.  
At the highest level personal development plans, training, secondments, mentoring, and the opportunity for promotion enable staff to be the very best they can be. By implementing regular talent planning meetings among managers and HR, having career discussions with employees and offering options such as fast-track management programmes, the organisation can fulfil employees’ self-actualisation needs while ensuring they have the expertise to fill future vacancies.