

Motivating Employees

- The Value of Motivation**
- Theories of Motivation**
- Motivating Disgruntled Employees**
- How Firms Can Enhance Job Satisfaction and Motivations**

What is Motivation?

The Value of Motivation

- Boosts Job Satisfaction and Performance
- Increase employees Engagement
- Enhances Employees overall Experience
- Reduces Turnover and hiring costs.

Why It Matters for Business Success

- **Improves Efficiency and Productivity**
- **Helps retain skilled Employees**
- **Strengthens workplace Culture and Team collaboration.**

Motivation is not a 'nice-to-have' -It's essential. It energizes employees , strengthens engagement , elevates their overall experience.

Maslow's Hierarchy & Expectancy Theory

Maslow's Hierarchy

Physiological Needs

-Basic life needs : food,water,air,shelter,sleep

Safety Needs

-Protection,security,law,stability

Love and Belongingness Needs

-Relationships,friendship,affection,family,intimacy

Esteem Needs

-Self-respect, recognition, achievement, status

Self-Actualization Needs

-Personal growth, self-fulfillment, reaching full potential

Expectancy Theory

Expectancy

Effort  Performance

Instrumentality

Performance  Outcome

Valence

 Value of Outcome

Motivation Formula:

Motivation = Expectancy × Instrumentality × Valence

If any one of these values is zero,
Motivation will also be zero.

Herzberg's Theory & Equity Theory

Herzberg's Theory

What is Herzberg's Theory ?

Hygiene Factors

- Salary
- Company policies
- Job security
- Working conditions
- Supervision & relationships

Motivators

- Achievement
- Recognition
- Advancement
- Responsibility
- Growth

Equity Theory

Person

Referent Other

Outcomes
Input

=

Outcomes
Input

Inputs vs. Outcomes

Inputs(What you give)

Effort

Time

Skills

Experience

Loyalty

Outcomes(What you get)

Salary

Promotions

Benefits

Recognition

Job Security

Theory X,Y & Z

Theory X & Y

Theory X :

Assumes employees are lazy, dislike work and need strict supervision.

Theory Y :

Assumes employees are motivated, enjoy work and can self-direct if given the right conditions.

Theory X-The Authoritarian view

- People dislike work and will avoid it if possible
- Must be forced, controlled or threatened to perform
- Prefer to be directed ,avoid responsibility
- Require close supervision and strict rules

Management Style:

- Autocratic and centralized control
- Focuses on punishment and rewards to motivate workers

Theory Y-The Participative View

- People enjoy work and see it as natural
- They are self-motivated and self-directed
- People seek and accept responsibility
- Have the capacity for creativity and problem-solving

Management Style:

- Democratic and collaborative
- Encourages employee involvement ,trust and development

Comparison Between X & Y Theory

Aspect	Theory X	Theory Y
Motivation	Motivated by money, job security, and fear of punishment.	Motivated by intrinsic factors like self-fulfillment and responsibility.
Management Style	Authoritarian, centralized control, close supervision.	Participative, decentralized, and empowering.
Decision-Making	Top-down decisions; little input from employees.	Involves employees in decision-making.
Responsibility	Employees avoid responsibility whenever possible.	Employees seek and accept responsibility
Creativity	Limited to top management.	Employees are creative and capable of solving problems.
Leadership Style	Task-oriented and controlling.	People-oriented and democratic.
Communication Flow	Mostly downward (manager to employee).	Open and two-way communication.

Theory Z-The Hybrid Approach

- Long-term employment and job security
- Team-work and collective decision-making
- Strong company culture and employee loyalty
- Focus on slow promotions and consistent career growth

Management Style:

- Trust-based with shared responsibility
- Encourages employee commitment and stable work environment

Motivating Disgruntled Employees

- What does '**Disgruntled Employee**' mean?
- Why is it important to motivate disgruntled employees?
- What are some common causes of employee dissatisfaction?
- What are effective ways to motivate disgruntled employees?
- How can managers prevent employees from becoming disgruntled?
- What can be the impact of ignoring disgruntled employees?
- How can a positive work culture help in motivating employees?

Decision Making

How Firms Can Enhance Job Satisfaction and Motivation

Addressing Hygiene Factors

- Fair compensation and benefits
- Safe and conducive working conditions
- Effective supervision
- Clear company policies and administration
- Positive interpersonal relationships

Implementing Motivators

Achievement:

- Providing challenging and meaningful work
- Setting clear,achievable goals

Recognition:

- Regular acknowledgment and appreciation
- Promotions and career advancement

The Work Itself:

Job Enrichment and Enlargement:

- Job Enlargement
- Job Enrichment
- Autonomy and Empowerment

Responsibility:

- Delegation
- Participation in decision-making

Advancement and Growth Opportunities:

- Training and Development
- Mentorship Programs
- Clear Career Path

Fostering a Positive Organizational Culture

- Open communication and transparency
- Teamwork and collaboration
- Work-life balance
- Diversity and inclusion

Summary

- The chapter explains the importance and value of employee motivation in workplace success.
- It outlines key motivation theories like Maslow's and Herberg's.
- It describes ways to motivate disgruntled employees.
- It discusses how job satisfaction is linked to motivation.
- It suggests strategies firms can use to enhance motivation, such as rewards, recognition and a positive work environment .

Thank you