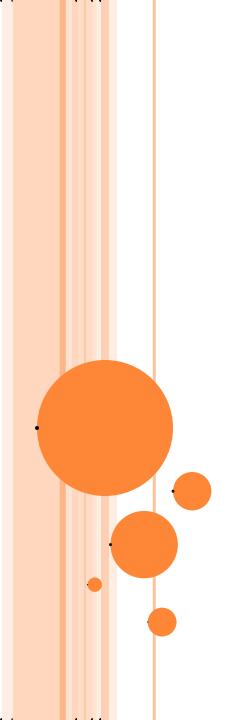
UNIT-VI MOTIVATION



DEFINITION

- The term "motivation" has been derived from Latin word "movere", which means to "to move"
- It is defined as a driving force that initiates and directs behavior
- Motivation is the willingness to exert high levels of effort towards organized goals, conditioned by efforts and abilities to satisfy some individual needs
- Motivation is a kind of internal energy which drives a person to do something in order to achieve his or her goals

Motivation Process



MASLOW'S NEED HIERARCHY THEORY

Self-actualization

desire to become the most that one can be

Esteem

respect, self-esteem, status, recognition, strength, freedom

Love and belonging

friendship, intimacy, family, sense of connection

Safety needs

personal security, employment, resources, health, property

Physiological needs

air, water, food, shelter, sleep, clothing, reproduction

Growth needs

Self-Actualization needs – personal

Esteem needs achievement, independence, status, prestige, responsibility

Deficiency needs

Social needs — love, family, affection, relationships, friends, work group, etc.

Safety needs – freedom from war and conflict, protection, security, law and order, rules, limits, stability, etc.

Biological and Physiological needs – basic survival needs such as air, food, water, shelter, warmth, sleep, health, etc.

Select this paragraph to edit

THANK YOU!!