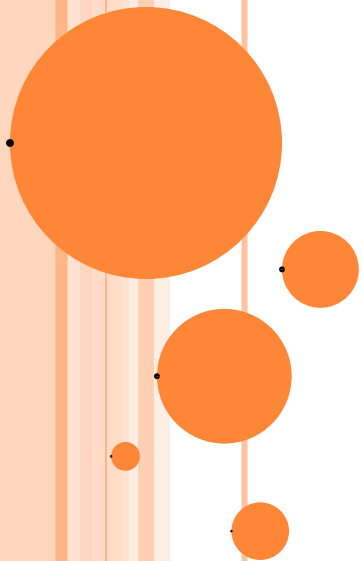


UNIT-VI

MOTIVATION

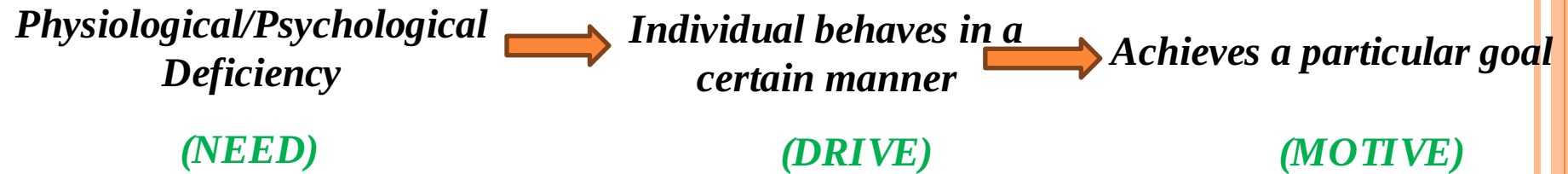


DEFINITION

- *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

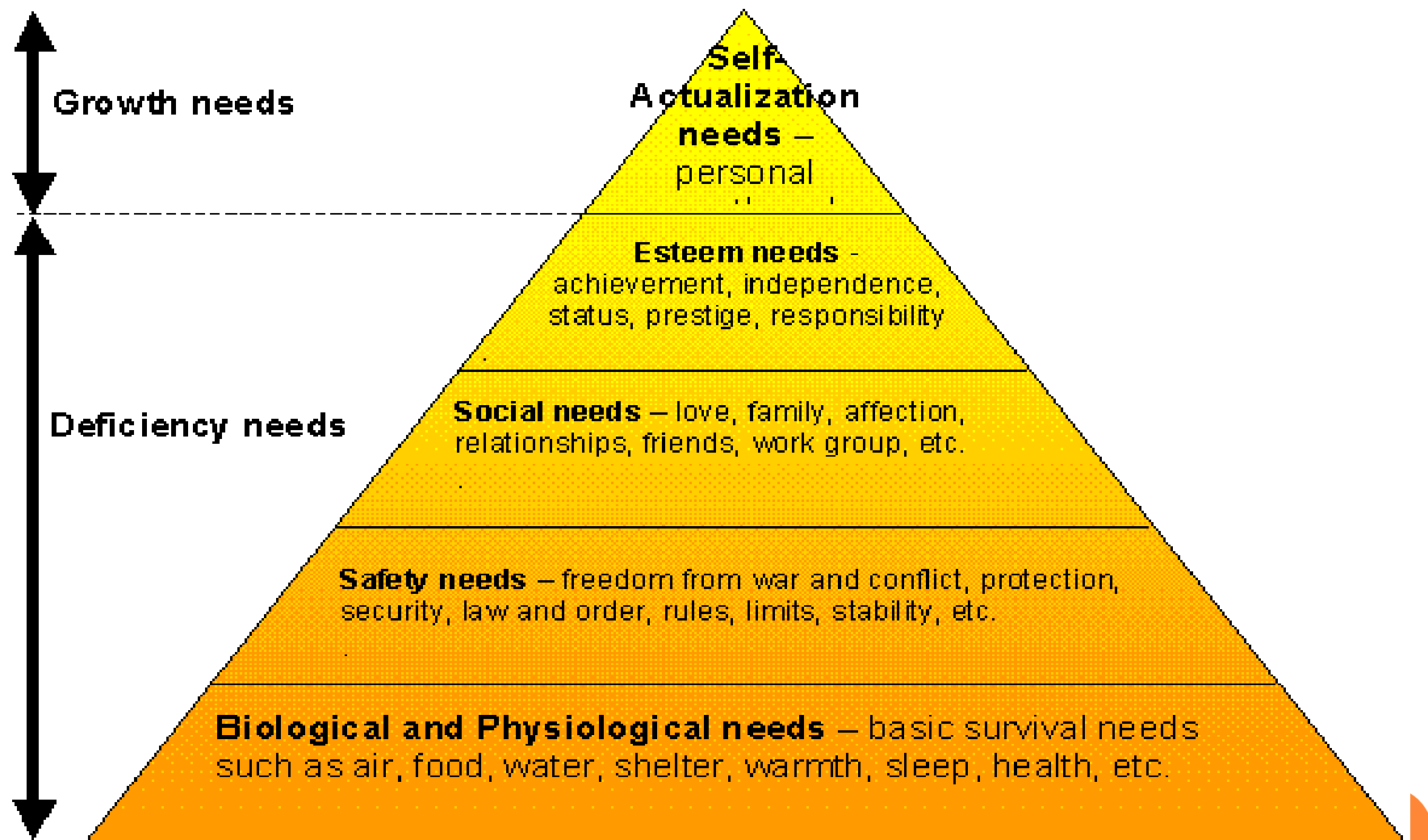
friendship, intimacy, family, sense of connection

Safety needs

personal security, employment, resources, health, property

Physiological needs

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



Select this paragraph to edit

THANK YOU!!

