

MOTIVATIONAL THEORIES

ABDUL RAHEEM RIHAM AHAMED

HND COMPUTING IDM

1

TABLE OF CONTENTS

- What is motivation?
- Maslow's Need Hierarchy Theory
- Apply Maslow's Need Hierarchy Theory
- Herzberg's Motivation Hygiene Theory
- Apply Herzberg's Motivation Hygiene Theory
- McGregor's Participation Theory
- McClelland's Need Theory
- Vroom's Expectancy Theory
- Conclusion

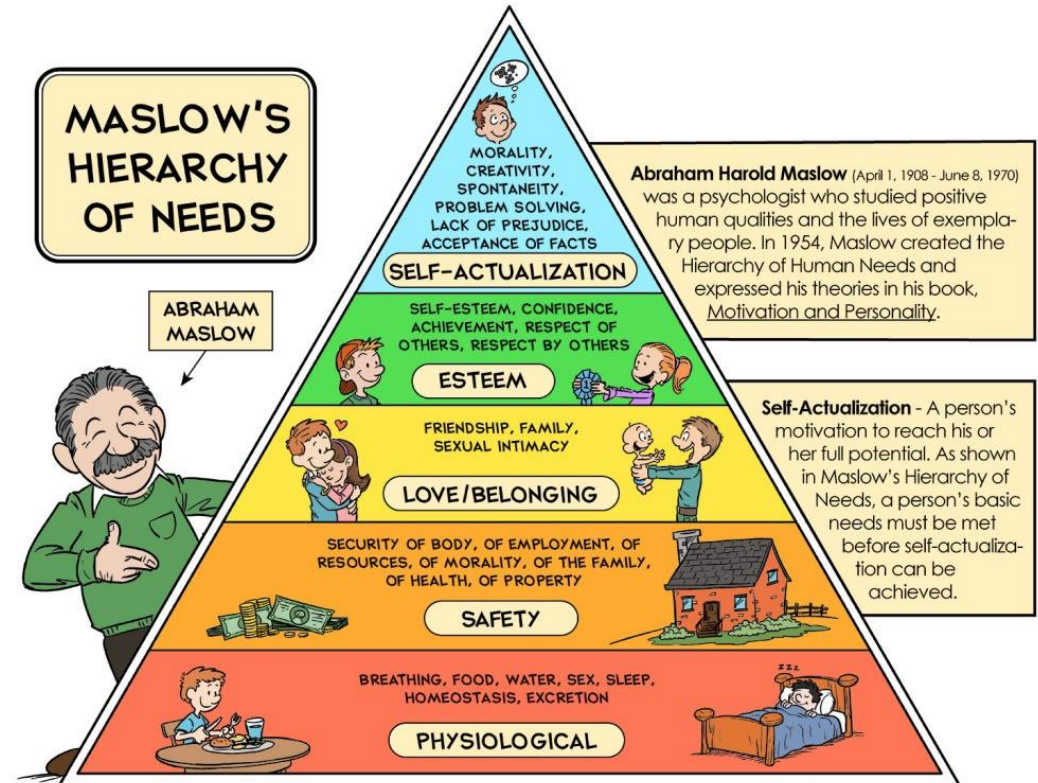
WHAT IS MOTIVATION?

- A motive is a biological desire to cause a person to take action regarding some task.
- Motivation is an inbuilt process that pushes a person towards a goal.
- There are 2 main theories that attempt to discuss this process
 - Drive Reduction Theories
 - Hierarchy of needs theory



MASLOW'S NEED HIERARCHY THEORY

- One of the most well-known theories of motivation. This theory effectively states all human needs from lowest to highest order.
 1. Psychological Needs
 2. Safety Needs
 3. Social Needs
 4. Esteem Needs
 5. Self-Actualization Needs



APPLY MASLOW'S NEED HIERARCHY THEORY

- Chip Conley, founder of the Joie de Vivre hotel chain and Head of Hospitality at Airbnb, used the Hierarchy of Needs pyramid to transform his business.
- In order to apply this theory, the teams were brought to a point they realized the importance of their job to the company and the countless people it helps.

HERZBERG'S MOTIVATION HYGIENE THEORY

- This theory extends the previously mentioned theory and proposed a new theory called also the 2-factor theory.
- According to Herzberg, the opposite of satisfaction is not dissatisfaction.
- He goes on to say that there exists a dual continuum.
- The opposite of satisfaction is no satisfaction and the opposite of dissatisfaction is no dissatisfaction, hence the name “2-factor”.

APPLY HERZBERG'S MOTIVATION HYGIENE THEORY

- This theory implies that for the happiest and most productive workforce, you need to work on improving both motivator and hygiene factors.
- To help motivate your employees, make sure they feel appreciated and supported.
- Give plenty of feedback and make sure your employees understand how they can grow and progress through the company.



MCGREGOR'S PARTICIPATION THEORY

- This theory is unlike the former 2 theories.
- He came up with 2 distinct views of a human being based on participation in work.
 - The first set is labelled negative is called Theory X.
 - The second set is labelled positive and is called Theory Y.

MCCLELLAND'S NEED THEORY

- This is also one of the most well-known theories but this theory opposes the theory of the hierarchy of needs.
- He goes on to say that people who have some sort of need behave differently from those who don't.
- He focuses on 3 core needs:
 - Need for achievement
 - Need for power
 - Need for affiliation

VROOM'S EXPECTANCY THEORY

- This is also one of the most well-known theories.
- It is called a cognitive process theory for motivation.
- The theory is based on the fact that a person will be motivated in order to exert a higher level of effort given there are relationships between the effort the exert, the performance and the rewards.

CONCLUSION

- Motivation is the process by which an individual takes action due to some factor.
- There are numerous motivational theories trying to explain the psychological viewpoint of motivation.
- The theories break off to different branches but all of them have one thing in common, and that is to ensure that team members understand each other.
- Comprehension and reasoning with each other leads to a friendlier environment and therefore to a motivated work force.

THANK YOU