

Motivation



Concept of Motivation

The term motivation is derived from the word 'motive'. The word 'motive' as a noun means an objective, as a verb this word means moving into action. Whatever may be the behavior of a man, there is some stimulus behind it. Motive can be known by studying his needs and desires. There is no universal theory that can explain the factors influencing motives which control man's behavior at any particular point of time. Therefore, motives are forces which induce people to act in a way, so as to ensure the fulfillment of a particular human need at a time. Behind every human action there is a motive. Therefore, management must provide motives to people to make them work for the organization.

Motivation may be defined as a planned managerial process, which stimulates people to work to the best of their capabilities, by providing them with motives, which are based on their unfulfilled needs.

Motivation is, in fact, pressing the right button to get the desired human behavior.

Meaning

‘Motivation’ is the process of inspiring people in order to intensify their desire and willingness for executing their duties effectively and for co-operating to achieve the common objectives of an enterprise.

In other words, it means to induce, instigate, incite or prompt someone to a particular course of action for getting the results expected from him.

Definition

“Motivation means a process of stimulating people to action to accomplish desired goods.” — William G. Scott

“Motivation is the process of attempting to influence others to do your will through the possibility of gain or reward.” — Flipppo

In the words of **E.F.L. Brech**, “Motivation is a general inspiration process which gets the members of the team pull their weight effectively to give their loyalty to the group, to carry out properly the tasks they have accepted and generally to play an effective part in the job that the group has undertaken.”