

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.” — Flippo

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.”

Nature of Motivation

1. Motivation is a psychological phenomenon

Motivation is an internal feeling which means it cannot be forced on employees. The internal feelings such as need, desire, aspirations etc. influence human behavior to behave in a particular manner. For example, desire to have a new house, respect and recognition, etc.

2. Motivation produces goal directed behavior

Motivation induces people to behave in such a manner so that they can achieve their goal. Motivated person need no supervision or direction. He will always work in desired manner. For example if a person has a motive to get promotion so he will work efficiently to get promotion.

3. Motivators can be positive as well as negative

To motivate employees, managers use various motivators. Some motivators are positive and some are negative few examples of positive motivators are: promotion, increment, bonus, respect, recognition, etc. If employee does not improve his performance with positive motivators then manager uses negative motivators such as warning, issue of memo, demotion, stopping increments, etc. Sometimes fear of negative motivators also induces person to behave in a desired manner.

4. Motivation is a complex process

Motivation is a complex and difficult task. In order to motivate people a manager must understand various types of human needs. Human needs are mental feelings which can be measured accurately. If manager measures them accurately then also every person uses different approaches to satisfy his need. Some get satisfied with monetary incentives, some with non-monetary, some with positive and some with negative motivators. So it is not possible to make generalization in motivation,

5. Motivation is a dynamic and continuous process

Human beings are ever-changing. Human needs are unlimited and go on changing continuously. Satisfaction of one need gives rise to another so managers have to continuously perform the function of motivation.

6. Motivation is need based

If there are no needs of an individual, the process of motivation fails. It is a behavioral concept that directs human behavior towards certain goals.

7. Motivation is a planned process

People differ in their approach, to respond to the process of motivation; as no two individuals could be motivated in an exactly similar manner. Accordingly, motivation is a psychological concept and a complex process.