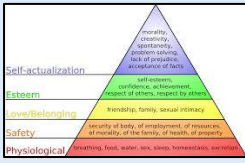


## MOTIVATION



### MASLOW HIERARCHY OF NEEDS

1. Is in a pyramid with the basic needs for at the bottom leading up to more complex needs of self-actualisation
2. When one level of need is satisfied the next level becomes the motivating factor.
3. Maslow says that a person is motivated by a need. For a manager to motivate their employees they need to know the need
4. If lower needs are not being met the employee will be demotivated

1

## MOTIVATION

### HOW MANAGERS CAN MOTIVATE STAFF USING MASLOW HIERARCHY OF NEEDS

Need	Description	Satisfied
Self-Actualisation	your full potential	challenging work,
Esteem	Status, respect from others	Providing praise, perks,
Social	Relationships in the workplace	friendly work environment
Safety	Security	secure employment
Physical	Basic needs - food	canteen

2

## MOTIVATION



### ADVANTAGES OF MASLOW HIERARCHY OF NEEDS

1. People are motivated by more than money
2. Different things motivate people
3. Way for manager to identify needs of their employees

3

## MOTIVATION

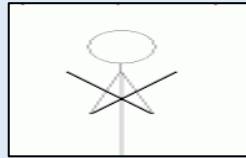


### DISADVANTAGES OF MASLOW HIERARCHY OF NEEDS

1. People are complex
2. People don't just satisfy one need at a time

4

## MOTIVATION

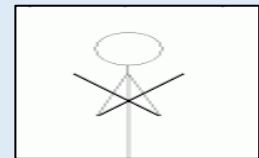


### THEORY X MANAGERS BELIEVE EMPLOYEES ARE

1. Lazy and dislike work
2. Have no ambitions
3. Dislike change
4. Motivated by money

5

## MOTIVATION



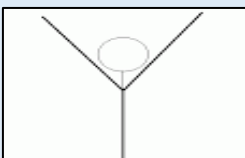
### THEORY X MANAGERS OFFER EMPLOYEES THE FOLLOWING

1. Financial incentives
2. Supervise Closely
3. Avoid consulting staff
4. Threaten staff

**STYLE OF MANAGEMENT**  
Controller (Autocratic)

6

## MOTIVATION

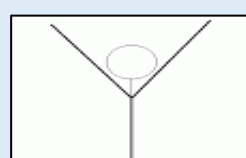


### THEORY Y MANAGERS BELIEVE EMPLOYEES ARE

1. Enjoy work
2. Have ambitions
3. Open to change
4. Motivated by more than money

7

## MOTIVATION



### THEORY Y MANAGERS OFFER EMPLOYEES THE FOLLOWING

1. Interesting and challenging work
2. Freedom
3. Consult regularly
4. Provide plenty of encouragement

**STYLE OF MANAGEMENT**  
Facilitator (Democratic)

8

## MOTIVATION



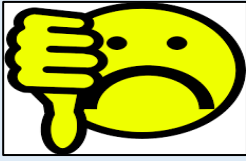
### ADVANTAGES OF McGregor THEORY X AND THEORY Y

1. High motivation
2. More creativity
3. Better Business reputation
4. Lower staff turnover
5. Positive Industrial Relations
6. Increased Productivity

NOTE- DEPENDS IF IT IS THEORY X OR THEORY Y

9

## MOTIVATION



### ADVANTAGES OF McGregor THEORY X AND THEORY Y

1. Reduced motivation
2. Less creativity
3. Poor Reputation
4. Higher staff turnover
5. Reduced profitability

NOTE- DEPENDS IF IT IS THEORY X OR THEORY Y

10

## MOTIVATION



### IMPORTANCE OF MOTIVATION

1. **Increase productivity** - Staff are happier so work harder
2. **Greater Intraeneurship** - staff will become more creative and innovative
3. **Improved Industrial Relations** - motivated staff are less likely to strike as they are happy
4. **Easier to retain and recruit staff**- This can save costs
5. **Repeat Business** - Customer are more likely to come back

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## MOTIVATION



### MASLOW HIERARCY OF NEEDS

#### Definition

This says that all humans' needs can be arranged in a hierarchy (pyramid) in order of importance

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