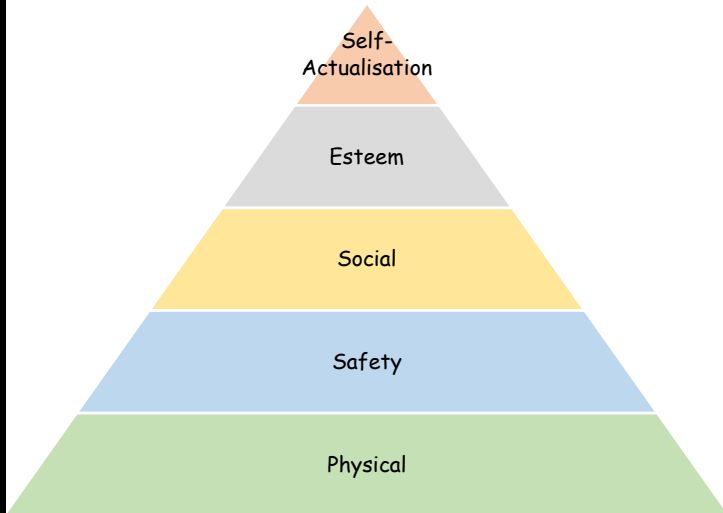


Chapter 7 – Motivation

Motivation - Maslow's Hierarchy of Needs

Maslow Hierarchy of needs



WHAT IS MASLOW THEORY OF MOTIVATION?

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

TIP - You must know the diagram, draw it and label it (see page XX of your test book).

1. Maslow Hierarchy of needs is in a pyramid with the basic needs for example physical needs of food and water at the bottom leading up to more complex needs of self-actualisation - reaching you full potential at the top.
2. When one level of need is satisfied the next level becomes the motivating factor. For example, when the physical needs are meet, safety needs are the motivating factors.
3. Maslow says that a person is motivate by a need. For a manager to motivate their employees they need to know what there need is at that particile time and put something in place to motivate the employee to achieve this need
4. If lower needs are not being meet for example pay, the employee will be demotivate

Need	Decription	Satisfied by
<ul style="list-style-type: none"> •Physical 	<ul style="list-style-type: none"> •Basic needs – food and water 	<ul style="list-style-type: none"> •Providing a staff canteen
<ul style="list-style-type: none"> •Safety 	<ul style="list-style-type: none"> •Security 	<ul style="list-style-type: none"> •Providing– Contract of employment
<ul style="list-style-type: none"> •Social 	<ul style="list-style-type: none"> •Relationships in the workplace 	<ul style="list-style-type: none"> •Providing a friendly work environment, staff parties
<ul style="list-style-type: none"> •Esteem 	<ul style="list-style-type: none"> •Status, respect form others 	<ul style="list-style-type: none"> •Providing praise, perks, job title
<ul style="list-style-type: none"> •Self Actualisation 	<ul style="list-style-type: none"> •Reaching your full potential 	<ul style="list-style-type: none"> •Providing challenging work, training and future education

Chapter 7 – Motivation

Motivation - McGregor Theory X Theory Y

THEORY X		
Believe employees are	Offer employees	Style of Management
1. Lazy and dislike work	1. Financial incentives	Controller
2. Have no ambitions	2. Supervise Closely	
3. Dislike change	3. Avoid consulting staff	
4. Motivated by money	4. Threaten staff	

THEORY Y		
Believe employees are	Offer employees	Style of Management
1. Enjoy work	1. challenging work	Facilitator
2. Have ambitions	2. freedom	
3. Open to change	3. Consult regularly	
4. Motivated by more than money	4. Provide plenty of encouragement	

Advantage	Disadvantages
1. High motivation	1. Reduced motivation
2. More creativity	2. Less creativity
3. Better Business reputation	3. Poor Reputation
4. Lower staff turnover	4. Higher staff turnover
5. Positive Industrial Relations	5. Reduced profitability
6. Increased Productivity	

Benefits of motivation

- Increased productivity** - As a result of an increase in pay and needs been met employees are more motivate resulting in increase and improved productivity
- Less staff turnover** - Employees are happy in their work so there is less change of them leaving the business. This will save money on recruiting and training new staff
- Less staff absenteeism** - staff fell part of the company so there are more likely to tun up for work. This will result in less disruption and target been met
- Increase Business Reputation** - If staff are happy in their work they will spread the word that the business is a good place to work. This will make it easier to attract skilled employees
- Less Industrial relations** - As there is open communication between the maager an employee's - it is less likely that employee will not be listen to which might result in a strike action