

# **MOTIVATION**

## **INTRODUCTION**

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# DEFINITION

- **Will to work**
- **Psychological process**
- **Cannot be forced**

# **Features**

- **Psychological Phenomenon**
- **Produces Goal Directed Behaviour**
- **Can Be Positive As Well As Negative**
- **Complex Process**
- **Dynamic And Continuous Process**


## **Well Motivated Workers**



High productivity



High profit




Prosperity and  
growth of organisation

## **Unhappy or Employees Who are not Motivated**



Low productivity



Low profit



Down fall of  
organisation

# **IMPORTANCE**

- **Helps Change Negative Attitude To Positive Attitude**
- **Improves Performance Level**
- **Helps Achieve Organisational Goals**
- **Creates Supportive Work Environment**
- **Helps Managers Introduce Changes**
- **Reduction In Employees' Turnover**

# **INCENTIVES**

## **FINANCIAL INCENTIVES**

- **Pay/allowance**
- **Profit sharing**
- **Co-partnership**
- **Bonus**
- **Commission**
- **Suggestion system**
- **Productivity linked with wage incentives**
- **Retirement benefits**
- **Perks, fringe benefits**

## **NON-FINANCIAL INCENTIVES**

- **Status**
- **Organisational climate**
- **Career advancement**
- **Job enrichment**
- **Employee's recognition**
- **Job security**
- **Employee's participation**
- **Employee empowerment**

# **POPULAR THEORIES OF MOTIVATION**

- **Maslow's Need Hierarchy**
- **Herzberg's Theory**
- **William Ouchi's Theory Z**

# REFERENCE

**12<sup>TH</sup> STANDARD CBSE TEXTBOOK**



**THANK-YOU!**