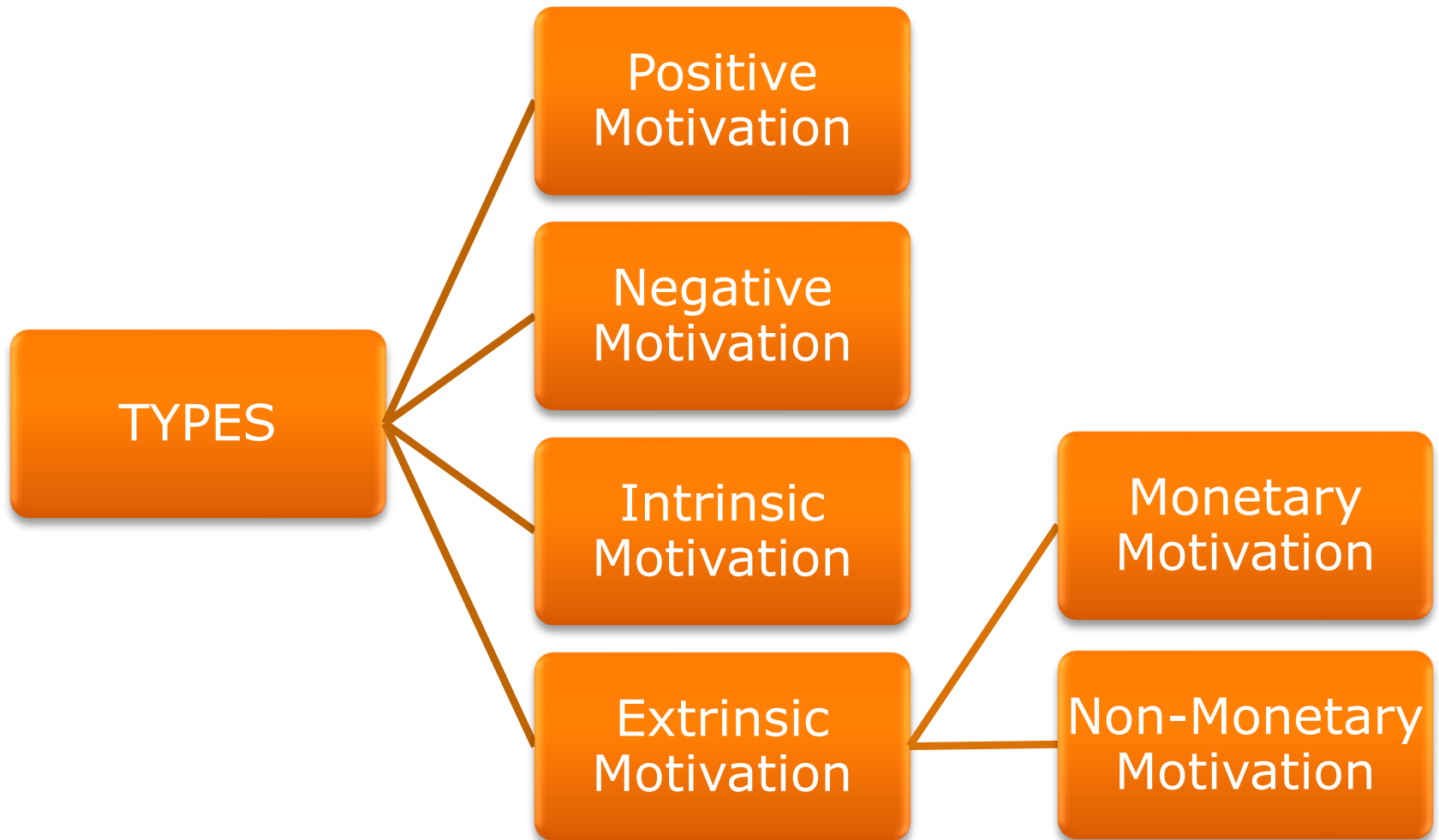


TYPES OF MOTIVATION

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TYPES OF MOTIVATION



1. Positive Motivation:-

- ✓ Creates live environment
- ✓ Encourage to work
- ✓ Improve their performance

- ❖ Theory Y's assumptions are positive
 - It helps the employees,
 - ☐ To make innovative decisions
 - ☐ To achieve their personal goals

2. Negative Motivation:-

To control the negative activity



To give motivation in negative manner



To increase productivity

NEGATIVE MOTIVATION

❖ Theory X's assumptions are negative

It include the employees who,

- ☐ Inherently dislike work
- ☐ Attempt to avoid work

❖ **It will often fail to motivate individuals**

3. Intrinsic Motivation:-



Pride
Love
Interest

- Comes from inside
- Enjoyment or interest in action
- Satisfaction

4. Extrinsic Motivation

**Job
Security**

Money

Fear

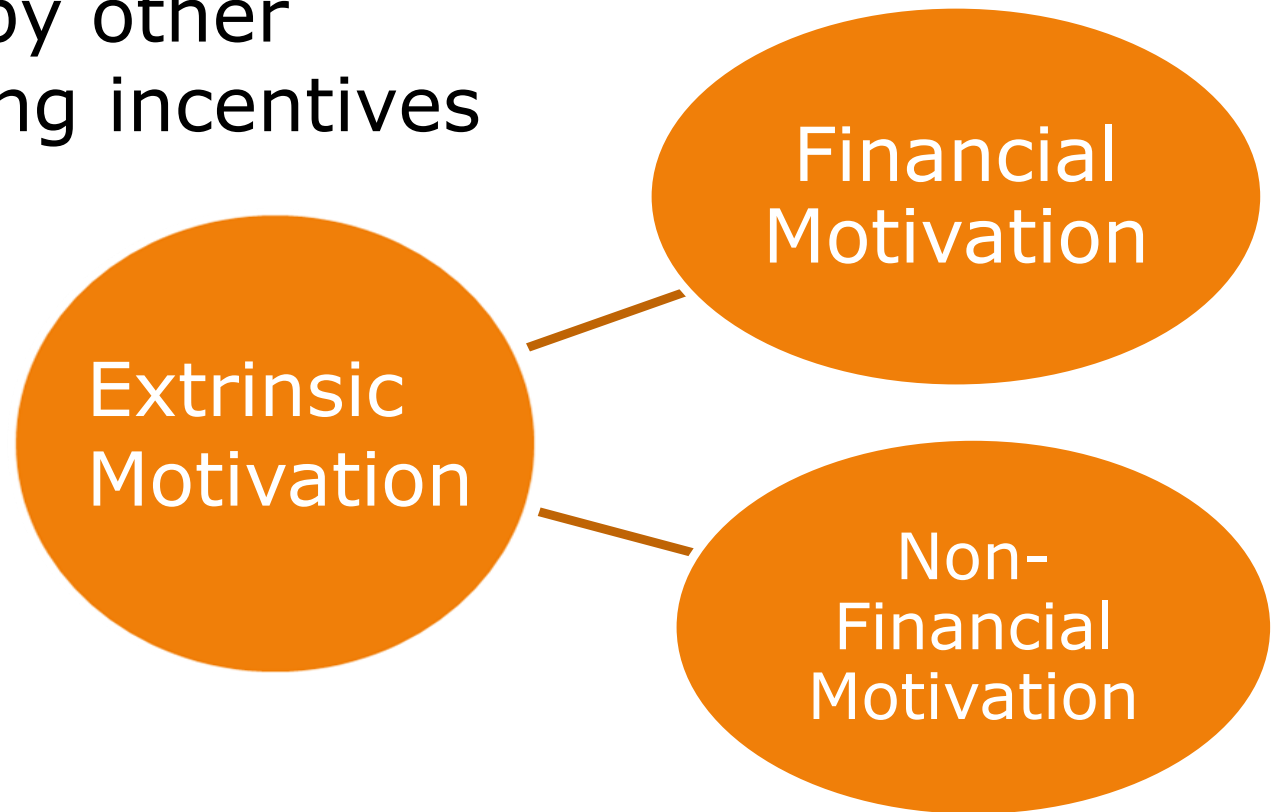
Award



EXTRINSIC MOTIVATION

It include,

- External factor
- Given by other
- By giving incentives



1. Financial motivation:-

- Direct relationship between efforts and rewards
- Incentives in term of finances

➤ Theory which supports;

- Maslow's Hierarchy - Basic need

II . Non-financial Motivation:-

- Different person needs different things
- Benefit receives from employer
- Can't be measure in finance.

➤ Theory which supports;

- Maslow's Hierarchy - Esteem needs
- Maslow's Hierarchy - Self-actualization needs

Financial

**Non-
financial**

**Retirement
Benefits**

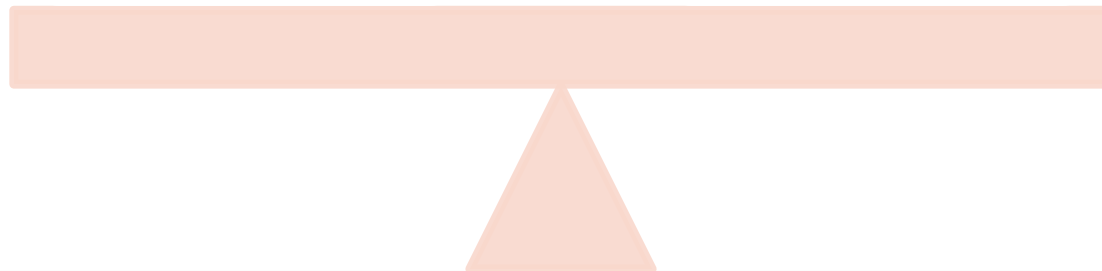
**Opportunities
for
Advancement**

Profit Sharing

**Challenging
work**

**Pay and
Allowances**

Job security



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Thank You