



McClelland's Achievement Theory

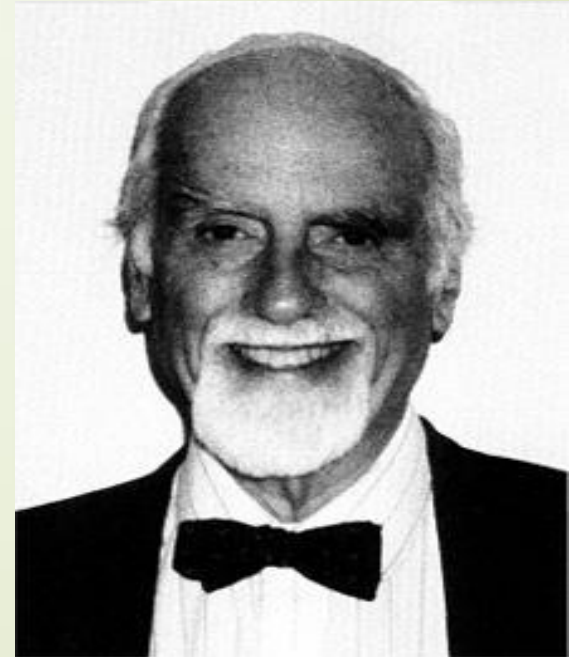
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Introduction

- David McClelland introduced this theory during 1960's.
- It is based on Maslow's hierarchy of need.
- According to him individual possesses three needs which are not innate they are learned through culture, age and experiences.



MCCLELLAND'S THEORY OF NEEDS



"You will never possess what you are unwilling to pursue."

-Mike Murdock

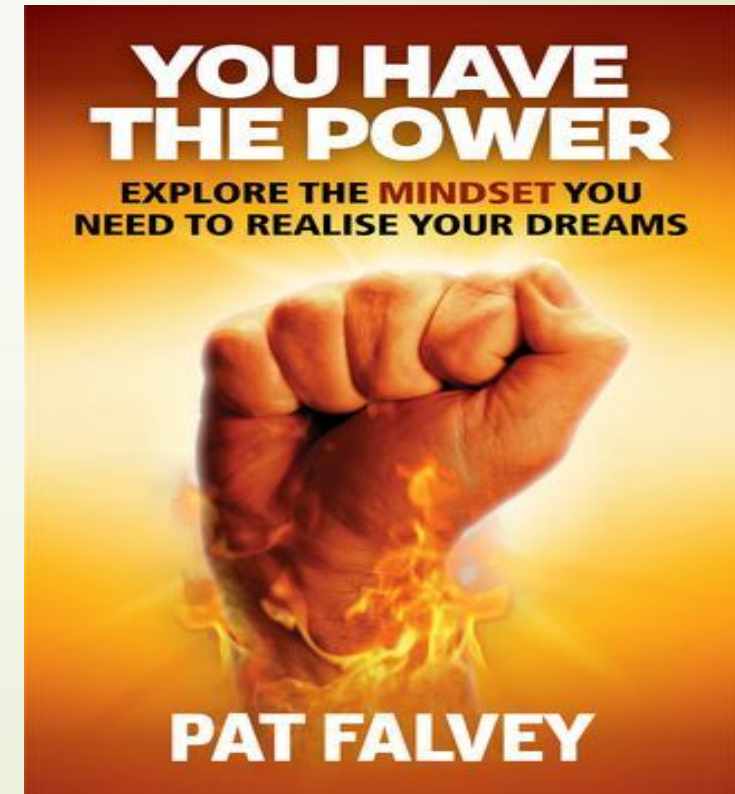
Need for Achievement (nAch)

- ▶ People with a high need for Achievement (nAch) seek to excel and thus tend to avoid both low-risk and high-risk situations. Achievers avoid low-risk situations because the easily attained success is not a genuine achievement. In high-risk projects, achievers need see the outcome as one of chance rather than one's own effort. High nAch individuals prefer work that has a moderate probability of success, ideally a 50% chance



Need for Power (nPow)

- A person's need for power (nPow) can be one of two types- personal and institutional. Those who need personal power want to direct others, and this need often is perceived as undesirable. Persons who need institutional power want to organize the efforts of others to further the goals of the organization. Managers with a high need for institutional power tend to be more effective than those with a high need for personal power.



Need for affiliation (nAff)

- Those with a high need for affiliation (nAff) need harmonious relationships with other people and need to feel accepted by other people. They tend to conform to the norms of their work group. High nAff individuals prefer work that provides significant personal interaction. They perform well in customer service and client interaction situations.



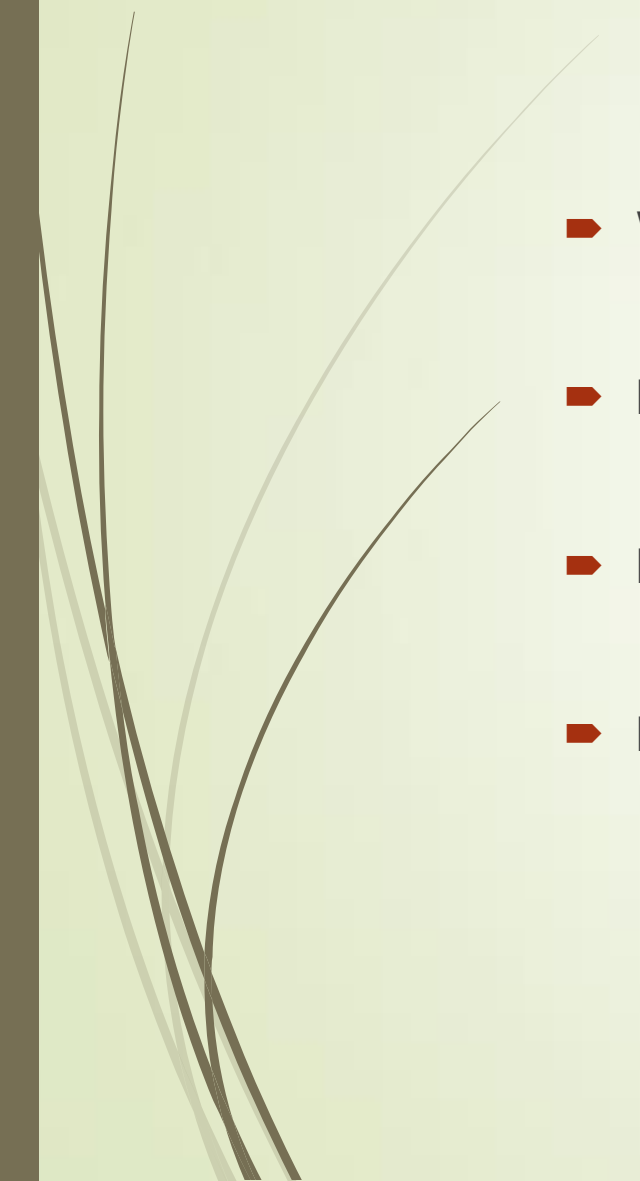


Characteristics of Achievement

- Has a strong need to set and accomplish challenging goals.
- Takes calculated risks to accomplish their goals.
- Likes to receive regular feedback on their progress and achievements.
- Often likes to work alone.



Characteristics of power

- Wants to control and influence others.
 - Likes to win arguments.
 - Enjoys competition and winning.
 - Enjoys status and recognition.
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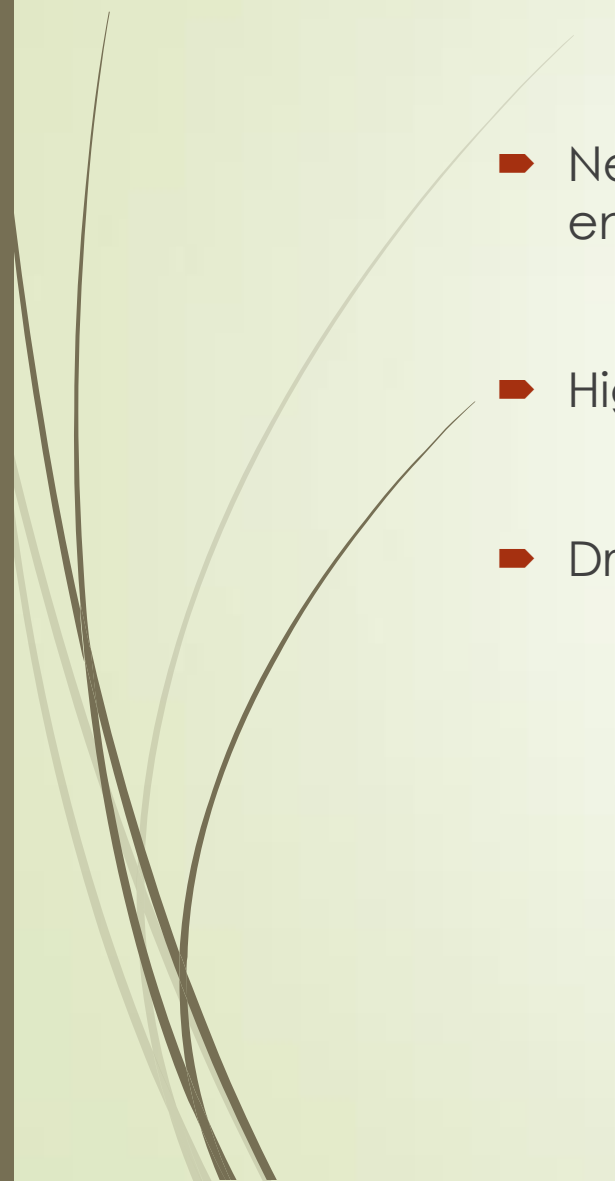


Characteristics of Affiliation

- Wants to belong to the group.
- Wants to be liked, and will often go along with whatever the rest of the group wants to do.
- Favors collaboration over competition.
- Doesn't like high risk or uncertainty.

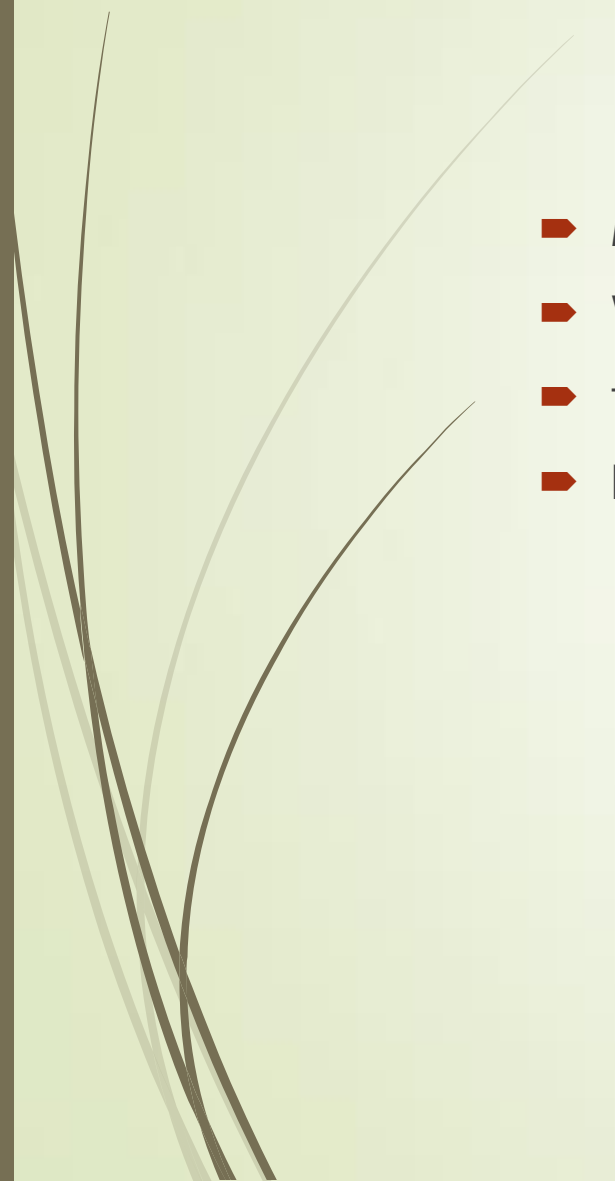


Implications Of motives

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- Need for affiliation and need for power are driving Force towards entrepreneurship.
 - High level of achievement makes an entrepreneur.
 - Dreams of entrepreneur appear to be not to 'get rich' but to 'get big'.



References;

- MindTools.com
 - Wikipedia
 - toolsHero.com
 - NetMBA.com
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*Thank
you*

