

Motivation - Introduction

What is Motivation?



Motivation refers to the extent to which individuals make the effort to do something for themselves, rather than because they are made to do it. The term has been used by various theorists and business people to refer to any stimulus that encourages individuals to achieve more than they would otherwise do.

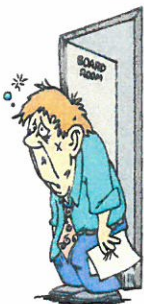
Why is Motivation Important in Business?



A motivated workforce is important because it can help a firm to increase its profitability, by reducing costs and increasing revenues. Motivated workers are more likely to:

- Be more committed to the business, reducing absenteeism and labour turnover rates
- Take greater pride in their work, leading to improved quality and reduced wastage
- Increase their efforts at work, leading to greater productivity
- Be more cooperative and open to change, leading to a more flexible workforce and less industrial conflict.

Main Theories of Motivation



- ★ F W Taylor's theory of scientific management
- ★ Elton Mayo's school of human relations
- ★ Abraham Maslow's hierarchy of needs
- ★ Frederick Herzberg's two-factor theory

Task

What motivates you to come to school/college?