**MOTIVATION THEORY**

Define “motivation”

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Why is understanding motivation important for businesses?

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What are the advantages of having a motivated workforce?

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What is the difference between financial and non-financial methods of motivation?

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**Taylor’s Scientific Management**

Watch the Two Teachers’ video about ‘Frederick Taylor | Scientific Management’ then complete the tasks below to apply your knowledge.

[Video Link: Frederick Taylor Scientific Management](https://www.youtube.com/watch?v=6O9T7bqGAgI&t=86s)

1. List the key points identified in the video regarding Taylors Scientific Management theory

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2. Explain the key concepts of the Scientific Management theory

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3. Describe what a time and motion study is

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4. Argue whether you believe pay is the main motivator for employees

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5. Explain what your motivations are for work or in education

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6. What was the McDonald brother’s system called? and explain what they did to increase efficiency.

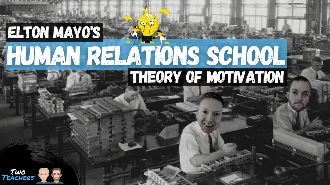
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7. Standardisation, consistent quality, one best way & simple process are all things McDonald’s has implemented successfully. Justify which one you believe has had the biggest impact on their success.

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8. Complete the table below by identifying the advantages and disadvantages of using the Scientific Management approach

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| **Advantages** | **Disadvantages** |
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**Mayo’s Human Relations School Theory**

Watch the Two Teachers’ video about ‘Mayo’s Human Relations School Theory’ then complete the tasks below to apply your knowledge.

[Video link: Mayo's Human Relations School Theory](https://www.youtube.com/watch?v=TIx5xovXDyc&t=270s)

1. In your own words, explain Mayo’s theory of motivation.

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1. What did Mayo originally believe would increase the motivation and productivity levels of employees and what made him change his mind?

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1. Analyse 3 advantages and 3 disadvantages of the Human Relations theory of motivation and rank them in order of importance.

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1. Do you agree with Mayo and his theory of motivation or do you think there are more important factors required to motivate employees and increase productivity? Justify your answer either way and link to other theories of motivation where possible.

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1. On a personal level, do you believe you are more motivated by Taylorism or Mayo’s social factors? Justify your answer either way.

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**Maslow’s Hierarchy of Needs Activity Worksheet**

Watch the Two Teachers’ video about ‘Maslow’s Hierarchy of Needs’ then complete the tasks below to apply your knowledge.

[Video link: Maslow's Hierarchy of Needs](https://youtu.be/0RSXdJ0QAf4)

Whilst watching the video, complete the table below to explain each stage in Maslow’s Hierarchy of Needs inc. key characteristics and how each need can be satisfied, providing supporting examples of how McDonald’s potentially meets their employee’s needs within each stage.

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| --- | --- | --- |
| Stage of the hierarchy | Explanation of the stage inc. key characteristics | Examples of the need being met at McDonald’s |
| Physiological |  |  |
| Safety |  |  |
| Social |  |  |
| Esteem |  |  |
| Self-actualisation |  |  |

**Herzberg’s Two Factor Theory of Motivation**

Use the exam board notes and watch the video on Herzberg’s motivation theory and then answer the following questions.

<https://youtu.be/b_6H8STFF14>

1. Summarise the Two Factor theory of motivation

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2. Complete the table by identifying whether the condition is a hygiene factor or a motivational factor

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|  | Hygiene Factor or Motivational Factor? | Explain why you have placed it where you have |
| Fair pay |  |  |
| Growth |  |  |
| Career Advancement |  |  |
| Relationships |  |  |
| Policies |  |  |
| Meaningful work |  |  |
| Recognition |  |  |

3. Assess the importance the hygiene factors play in terms of employee satisfaction at work

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4. Suggest whether the hygiene factors are more important than the motivational factors?

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5. Argue whether you agree with Herzberg’s two factor theory of motivation

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**Vrooms Expectancy Theory**

Use the exam board notes and watch the following video:

<https://www.youtube.com/watch?v=WDgF7Avijlc>

1. Summarise Vroom’s expectancy theory

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2. Describe “Valence”

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3. Describe “Instrumentality”

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4. Describe “Expectancy”

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**Porter and Lawler**

Use the exam board notes and lesson slides to answer the questions below:

1. Summarise Porter and Lawler’s Model

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2. Explain “intrinsic” rewards

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3. Explain “extrinsic” rewards

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