

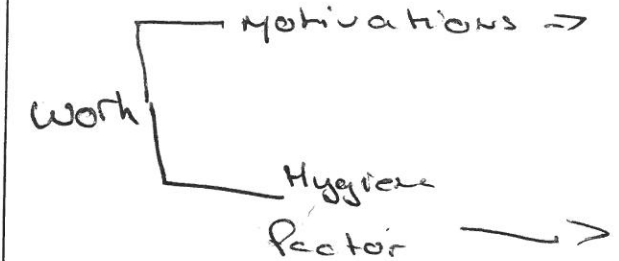
t. Herzberg

Fin
Hardy and
Finian
Sharma

EXPLAIN THEORY OVERVIEW (including research carried out by theorist)

The two factor theory known as Herzberg's motivation-hygiene theory states there are factors that cause job satisfaction and also factors that cause job dissatisfaction. These factors are associated with minimum salary, safe and pleasant working conditions, opportunity for promotion and recognition from management. The "hygiene" factors are: poor working conditions, lack of job security, poor workplace relationships and unsatisfactory wages.

DIAGRAM / IMAGE LINKED TO THEORY



LINKS TO WHICH FINANCIAL AND NON-FINANCIAL METHODS OF MOTIVATION? (e.g. job rotation, team working, bonuses etc)

Financial

- Some of his factors are linked to increased wages to increase productivity

Non financial

- Motivation to gain promotions + get noticed by authority.

STRENGTHS, WEAKNESSES AND CRITICISMS OF THE THEORY?

Weaknesses

- Assumes happy staff produce more
- What motivates some people might be a de-motivator for others
- Doesn't account for individual personality traits that could provide a different response to the hygiene factors.

Strengths

- There are controllable factors
- It can help identify broad issues that need to be addressed

SIMILARITIES / DIFFERENCES TO OTHER THEORIES?

Mazlow + Herzberg

Similarities

- They both state a specific set of needs must be met

Differences

- Mazlow is more specific in terms of categorizing the areas of human need

Similarities

- Both use a hierarchical scale where one layer must be complete for the next to start
- Herzberg's hygiene theory corresponds with Maslow's physiological, safety and belongingness needs.

Differences

- Mazlow said completing each stage is a motivator whereas Herzberg said completing hygiene results in the employee being neutral

RELEVANCE TODAY? (including types of work situation / examples of organisations it best applies to)

It is very relevant in today's society as without job security there is a lack of motivation + ~~and hygiene factors still apply today in most companies~~ ~~as the factor of most companies will mean staff working in the production sector as~~
 His hygiene factors are still applied today in most companies.