

1.4.4 Motivation in theory and practice

Starter

* Would you clean a car for ***free***?
* How much money would a business need to pay you to clean a car?
* What if money didn’t matter to you, how would a business get you to clean a car?

Write a definition of motivation here:

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** The importance of employee motivation to a business**

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** The importance of employee motivation**

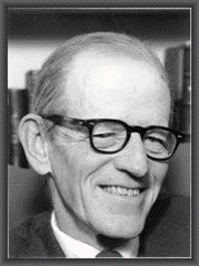
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Motivation theories

#1 Taylor – Scientific Management

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Notes from the video:

#2 Mayo – human relations theory

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#2 Mayo: Ladies of the relay assembly room that Elton Mayo studied

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Notes from the video:

#3 Taylor – Scientific Management

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Notes from the video:

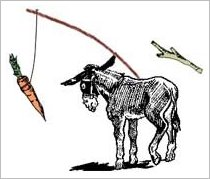
Draw and label your Maslow’s Hierarchy of needs diagram

No 4 Herzberg (Two factory theory)

* Frederick Hertzberg worked in the 1960s, his theories are still studied today.
* He interviewed \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to find out what motivated them
* His theory was that employees have **motivating factors**; interesting work, recognition and personal \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, responsibility and scope to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* He also found that there were **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ factors** which if not met would dissatisfy the employees, but if they were met did not motivate them any more than they were already. These were; good working \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, pay, relationships with other employees

Draw the Herzberg diagram here:

**Financial incentives to improve employee performance**

The carrot and the stick theory

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What if I give you £5?

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What about if I shout at you will you work harder?

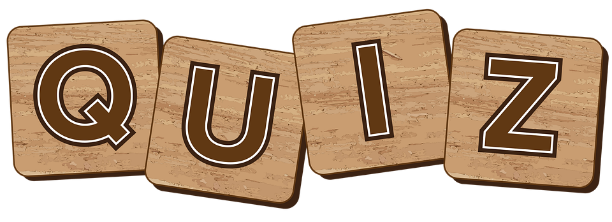
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Financial motivation methods

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| --- | --- | --- | --- |
| 1 |  | Advantages | Disadvantages |
| 2 |  |  |  |
| 3 |  | Advantages | Disadvantages |
| 4 |  |  |  |
| 5 |  | Advantages | Disadvantages |

**Non-financial techniques to improve employee performance**

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| --- | --- | --- | --- |
| 1 |  | Advantages | Disadvantages |
| 2 |  |  |  |
| 3 |  | Advantages | Disadvantages |
| 4 |  |  |  |
| 5 |  | Advantages | Disadvantages |
| 6 |  |  |  |
| 7 |  | Advantages | Disadvantages |
| 8 |  |  |  |

Motivation quiz

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| --- | --- |
| Financial motivators | Non-financial motivators |
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