



Motivation Theories

In this session, we delve into the fascinating realm of motivation theories, exploring key concepts and their practical implications in the workplace. Prepare to gain valuable insights and tools for enhancing employee performance and achieving organizational success!

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Recap: Overview of Leadership and Power

Leadership Styles

We explored various leadership styles such as autocratic, democratic, and laissez-faire.

Power Dynamics

We examined different sources of power: legitimate, reward, coercive, expert, and referent.



Introduction: Guess the Topic

What motivates people?

What factors drive individuals to work harder and achieve more?

What are the different theories?

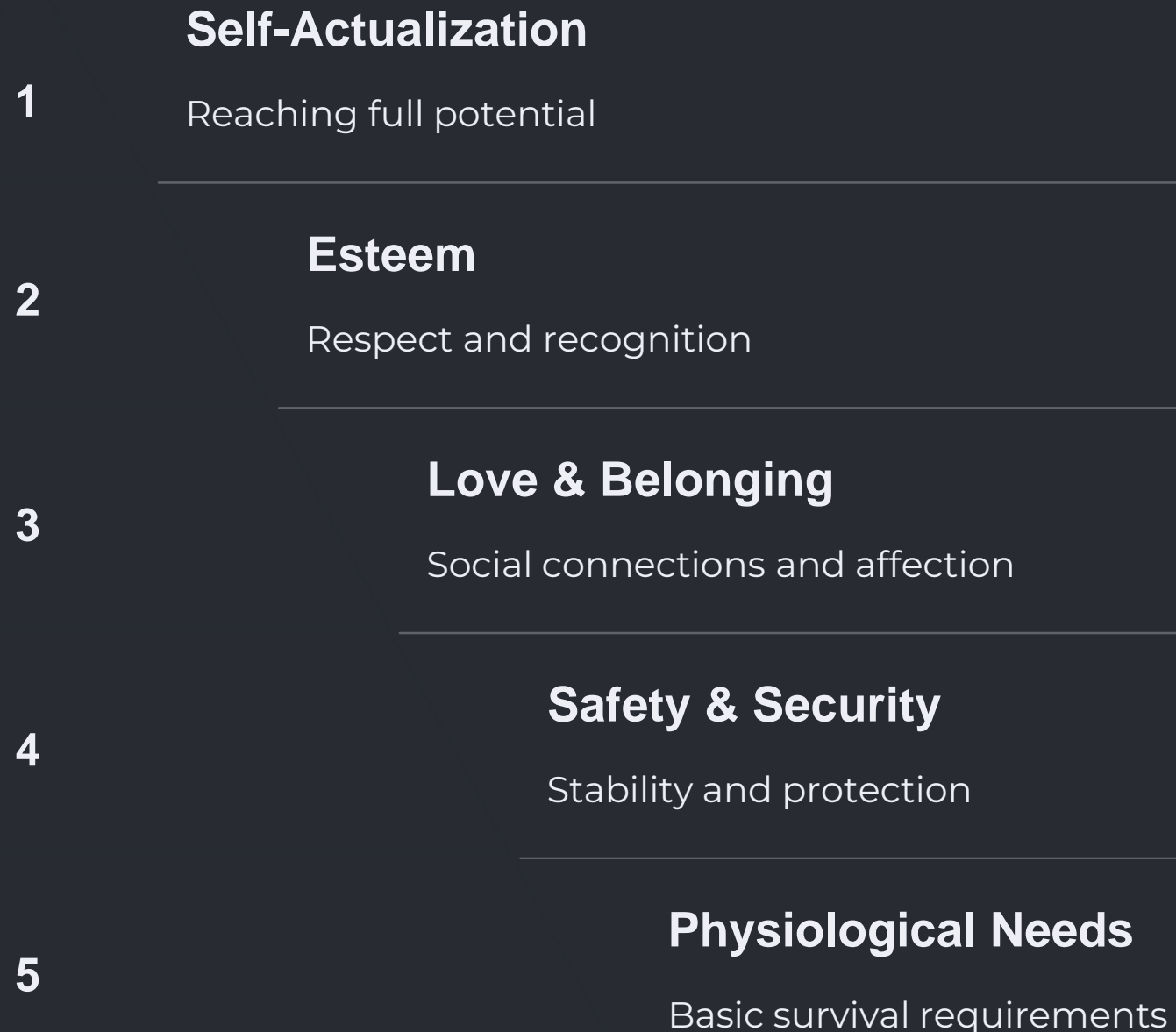
How do various theories explain employee motivation?

How can we apply these theories?

How can organizations effectively leverage these theories?



Maslow's Hierarchy of Needs





Herzberg's Two-Factor Theory

Motivators

Factors that lead to satisfaction and motivation, such as achievement, recognition, and growth opportunities.

Hygiene Factors

Factors that prevent dissatisfaction, such as salary, job security, and working conditions.



McClelland's Theory of Needs

Achievement

Individuals with a high need for achievement strive for excellence and accomplishment in their work.

Affiliation

Individuals with a strong need for affiliation value close relationships and teamwork.

Power

Individuals with a high need for power seek influence and control over others.



Real-Life Case Study: Employee Motivation at ABC Corp



Growth Opportunities

ABC Corp implemented training programs and promotion opportunities to satisfy the need for achievement and growth.



Teamwork Emphasis

They fostered a culture of collaboration and teamwork to address the need for affiliation.



Leadership Roles

They offered leadership roles and responsibilities to individuals with a high need for power.



Student Activity: Motivation Theory Application



1

Analyze a workplace scenario where employee motivation is low. Identify the potential causes based on the different motivation theories.

2

Brainstorm potential solutions to address the identified issues, considering different theoretical frameworks. Develop a comprehensive action plan to improve employee motivation.

3

Present your solution in a concise and clear manner, highlighting the rationale behind your approach and expected outcomes.



Summary: Key Takeaways

Understand Individual Needs

- 1 Different people are motivated by different things.

Create a Motivating Work Environment

- 2 Provide opportunities for growth, recognition, and challenge.

Apply Theories Strategically

- 3 Use motivation theories to tailor your approach.



References

- [Herzberg, F. \(1968\). One more time: How do you motivate employees?](#)
- [McClelland, D. C. \(1970\). The achieving society.](#)
- Maslow, A. H. (1943). A theory of human motivation.