



# Some More Motivation Theories

Welcome to Unit 5: Leadership and Power, part 2. Today, we will explore some prominent motivation theories, building upon the knowledge we acquired in the previous lecture. Let's delve into these theories to understand how they apply to real-world management and leadership practices.

DK **Dr. Maharajan K**



# Recap: Leadership and Power

## Leadership Styles

We explored various leadership styles, such as autocratic, democratic, and laissez-faire, highlighting their strengths and weaknesses.

## Sources of Power

We discussed different sources of power, including legitimate, reward, coercive, expert, and referent power, and their impact on leadership effectiveness.



# Guess the Topic: Motivation Theories





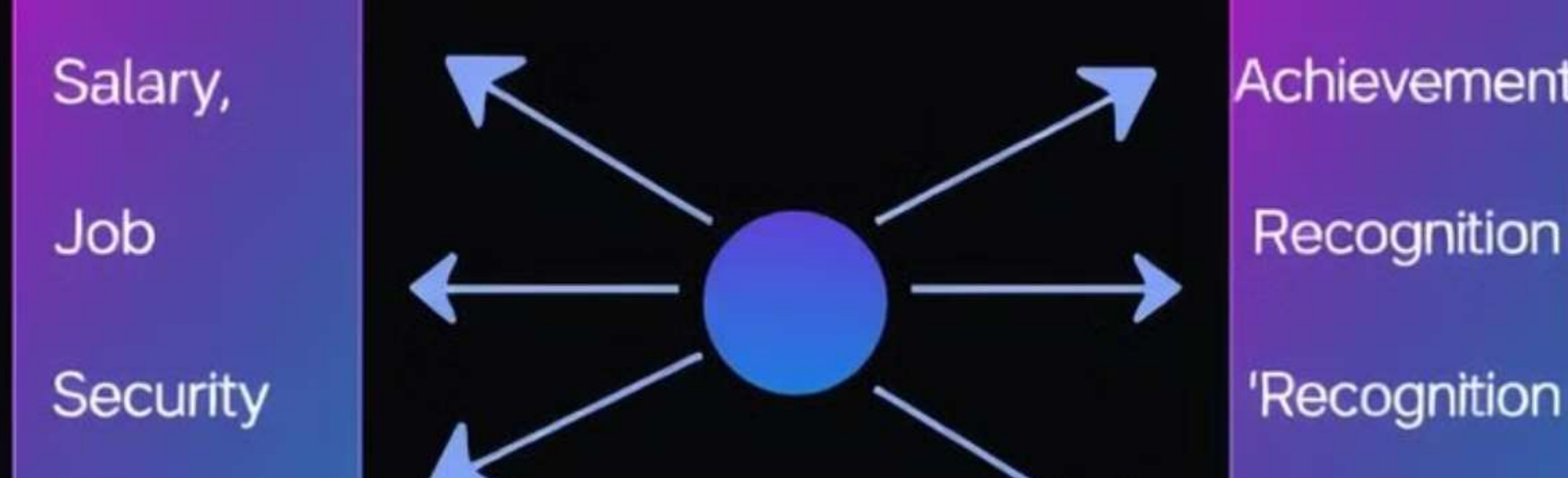
# Intrinsic vs. Extrinsic Motivation

## Intrinsic

Intrinsic motivation arises from internal factors like satisfaction, personal growth, and a sense of purpose. Individuals are driven by their own interests and values.

## Extrinsic

Extrinsic motivation stems from external rewards or incentives, such as bonuses, promotions, or recognition. It focuses on tangible benefits and external validation.



# Herzberg's Two-Factor Theory

## Hygiene Factors

These factors can cause dissatisfaction if they are absent, but they don't necessarily motivate employees. They include salary, job security, and working conditions.

## Motivators

These factors contribute to job satisfaction and motivation. They include achievement, recognition, growth opportunities, and responsibility.



# Vroom's Expectancy Theory

- 1 Expectancy**  
The belief that effort will lead to desired performance.

---

- 2 Instrumentality**  
The belief that performance will result in specific outcomes.

---

- 3 Valence**  
The value an individual places on the outcomes.





# OPERANT

## Operant Conditioning

POSTPART

Reinforcement



Reinforcement



NEGATIVE REINFORCEMENT

Punishment



Extinction



EXTINCTION

Extinction

## Reinforcement Theory



### Positive Reinforcement

Rewards are given to strengthen desired behaviors.



### Negative Reinforcement

Unpleasant consequences are removed to strengthen desired behaviors.



### Punishment

Unpleasant consequences are introduced to weaken undesirable behaviors.



### Extinction

Reinforcement is withdrawn to weaken undesirable behaviors.



# Real-Life Case Studies

## Google's "Noogler" Program

Google's onboarding program uses positive reinforcement and intrinsic motivators to engage new hires and foster a positive work environment.

## Salesforce's "V2MOM" Framework

Salesforce uses V2MOM (Vision, Values, Methods, Obstacles, and Measures) to set clear goals and align employee efforts, increasing motivation and productivity.

1

2

3

## Zappos's Culture of Empowerment

Zappos empowers employees to make decisions, fostering autonomy and intrinsic motivation, resulting in high employee engagement and customer satisfaction.





# Learning Assessment

1

## Scenario

Imagine a team member who is consistently underperforming.

2

## Apply

Choose one motivation theory and describe how you would use it to improve their performance.

3

## Justify

Explain your reasoning, considering the chosen theory's principles.



# Summary & References

In this lecture, we explored several motivation theories, recognizing their practical applications in managing and leading teams effectively. By understanding these theories, we can create a positive work environment that fosters high employee motivation and productivity. Remember to apply the theories to your specific context and consider the unique needs and motivations of your team.

## References:

- Robbins, S. P., & Judge, T. A. (2019). Organizational behavior. Pearson Education.
- Luthans, F. (2015). Organizational behavior: An evidence-based approach. McGraw-Hill Education.
- Khan Academy: [Motivation Theories](#)

