

Motivation

Work Motivation refers to the human drive to work in order to gain rewards from that work, whether those rewards be physical, emotional, social or monetary. Research shows that work motivation varies with age, individual psychology and is often related to ability and environmental factors. For instance, some people work specifically for money (extrinsic motivation), while others work because they love the work, the mission of the company or other intrinsic reasons (intrinsic motivation).

1. Below are reasons for needing motivation in the workplace. Order the boxes into what you think are the most important reasons for having a well-motivated workforce.

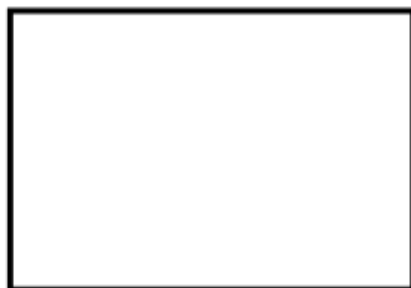
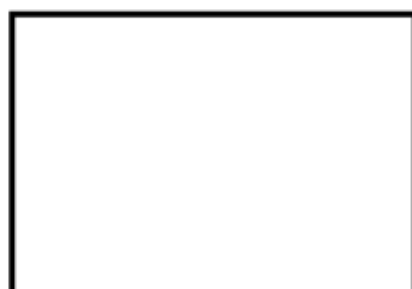
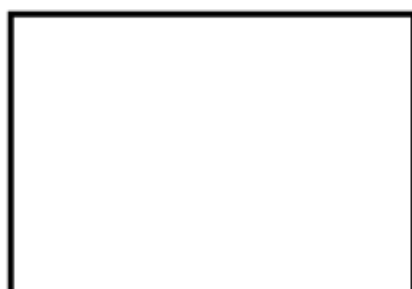
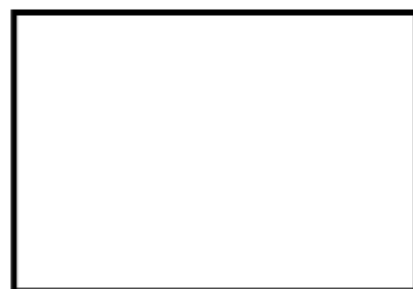
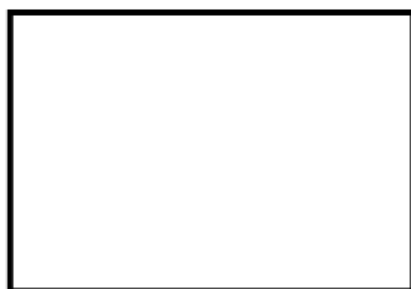
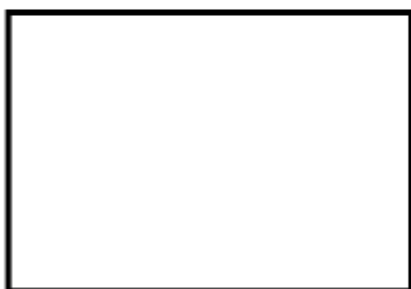
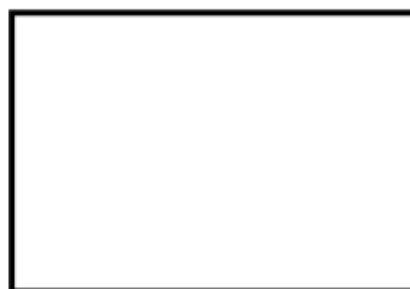
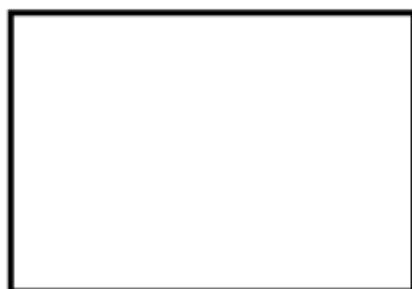
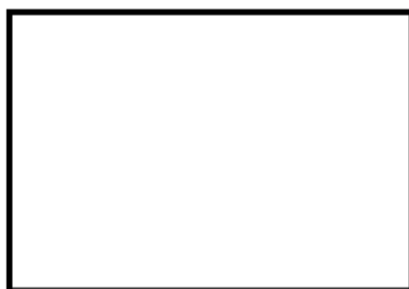
| | | |
|---|---|--|
| Motivated workers are more flexible – they will be prepared to do something new at short notice | Motivated workers are happier to learn new things and better at learning than demotivated workers | A well-motivated worker is more likely to want the business to succeed and want it to do well |
| Motivated workers work harder | Motivated workers spend less time chatting, on the internet or generally wasting time | Motivated workers tend to produce higher quality work with fewer mistakes |
| Motivated workers are more productive. They will make more products or serve more customers | Motivated workers will give customers a better service and a better reputation | Motivated workers are less likely to leave and this will reduce recruitment and training costs |

Write your decisions onto the blank diamond 9 sheet

EXTENSION ACTIVITY

Explain why you put the top 3 as the three most important

Most Important



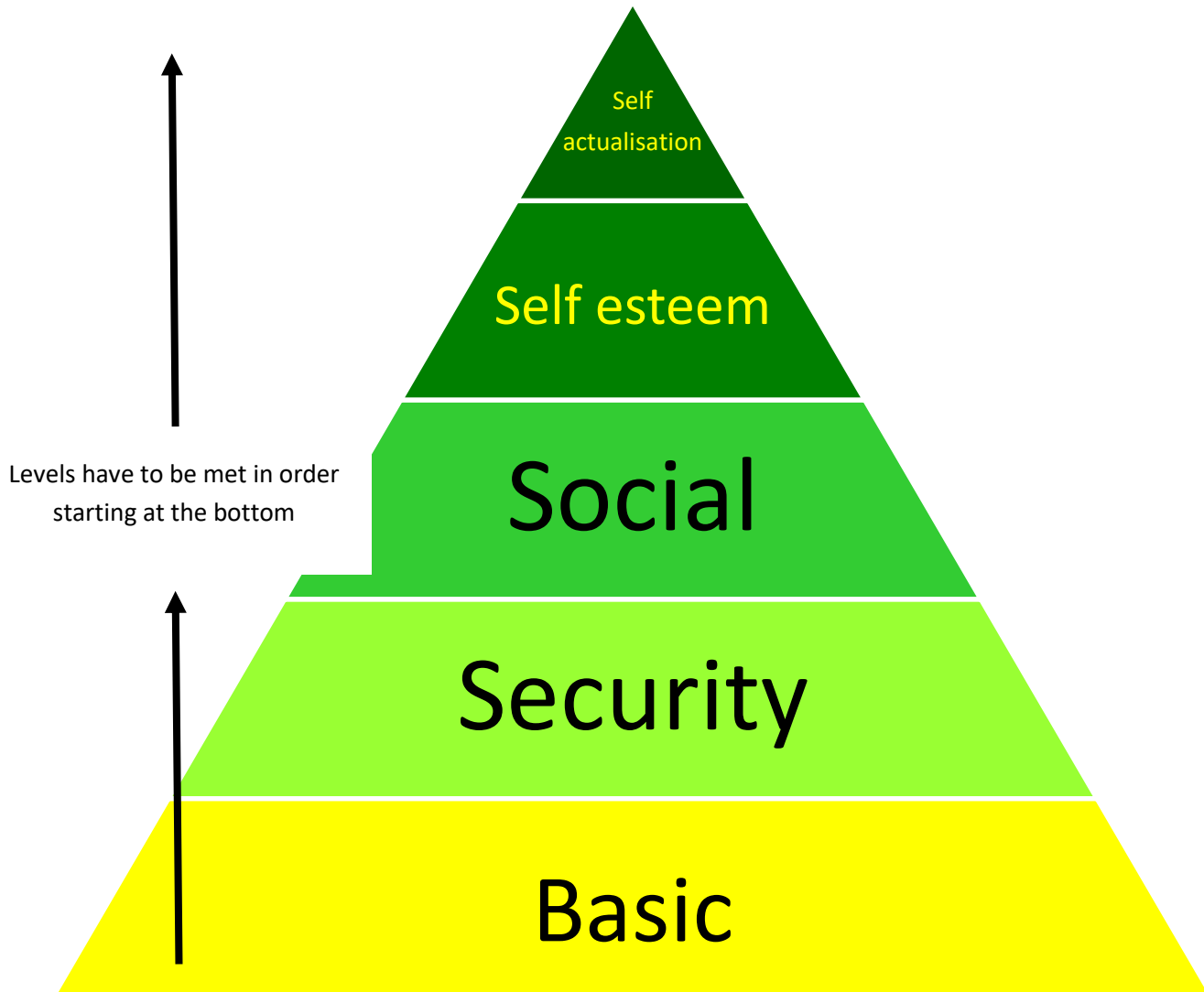
Least Important

2. Copy Maslow's hierarchy of needs onto the blank triangle provided. Sort the cards into the relevant section.

Write three ways that an employer can motivate a worker into each section of the triangle

EXTENSION ACTIVITY

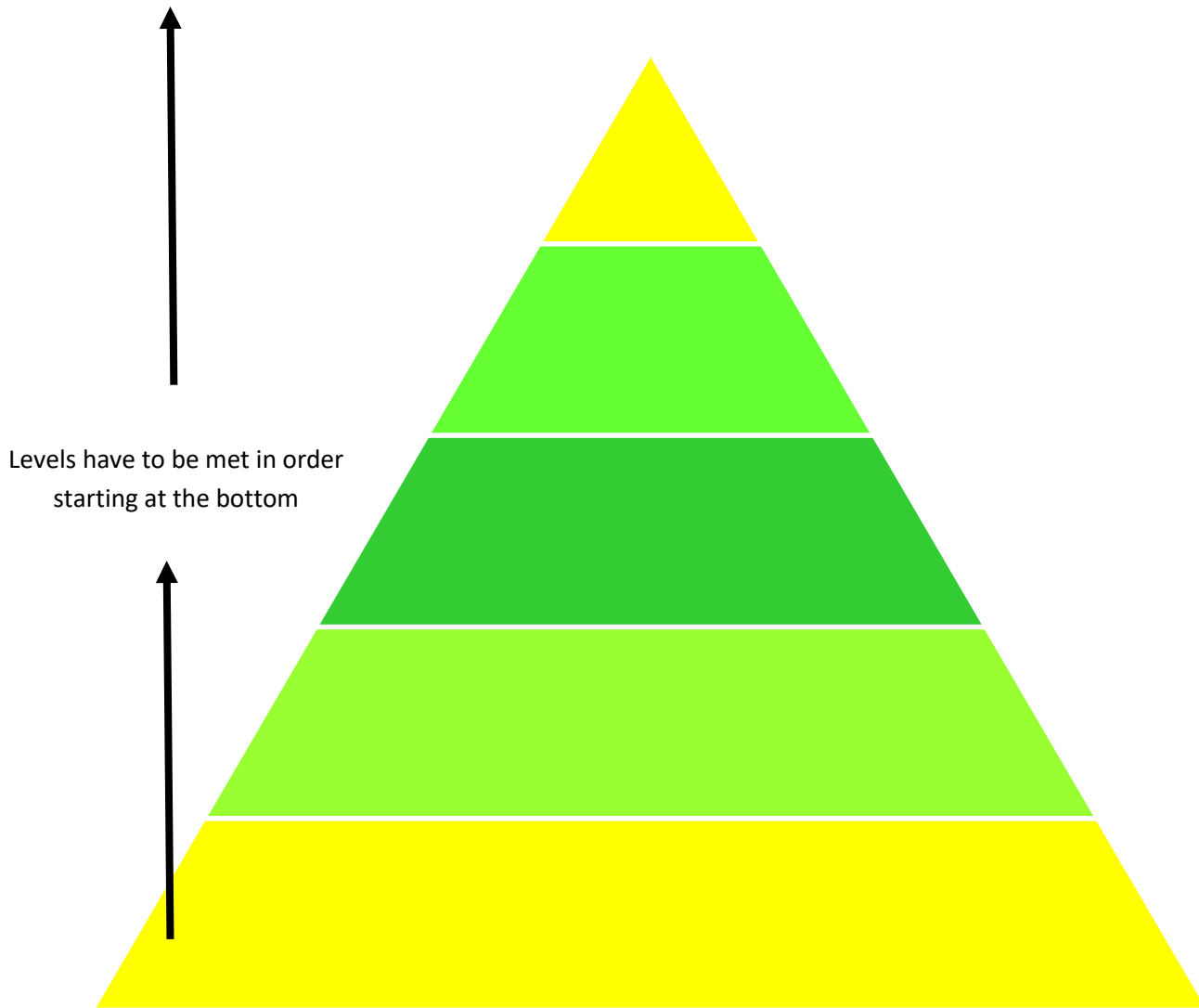
• Using one example from each level explain why it would help an employee to reach that level of the hierarchy



Maslow's Hierarchy of Needs

| | | |
|----------------------------------|--------------------------|------------------------|
| Food | Water | Shelter |
| Air | Clothes | Fire exits |
| Job security | Good area | Sound electrics |
| Well-built premises | Well lit | Team work |
| Staff rooms | Social events | Friends |
| Equal opportunities | Good supervisor | Mutual respect |
| Praise | Promotion | Responsibility |
| Creativity | Home-life balance | Charity work |
| Maternity/paternity leave | Becoming the boss | Posh car |
| High pay | Minimum wage | Gym membership |
| High Pension | | |

Maslow's Hierarchy of Needs



3. For each level of the hierarchy, write 3 things in the box that explain how an employer could do to help employees meet that level of the hierarchy.

Activity Four

- **Read the list of words – shade in the 4 things that are most likely to motivate you to do a good job.**
- **In a different colour shade in 4 things that are least likely to motivate you to do a good job**
- **Read the short extract on Beaverbrooks the Jewellers and highlight the evidence that shows their workers will be well-motivated**

EXTENSION ACTIVITY

- **Write 3 sentences to explain how well motivated Beaverbrooks employees are. Use evidence from the case to support your view**

What motivates you?

KEY

Motivators

Not a motivator

| | | |
|---------------------------------------|--|--------------------------------------|
| Lots of praise | Above average wages | Opportunities to earn a bonus |
| Free Gym membership | Promotion prospects | Interesting work |
| Good relationship with manager | A sense of doing an important job | Friendships with colleagues |
| Working in a team | A safe work place | Being good at your work |
| A big office | An expensive car | A well heated building |
| A car park space | A good pension | Private health care |

Beaverbrooks is a chain of jewellery shops. The managing director is Mark Adlestone, the grandson of the man who started the business. He says, 'we look after people as if we were a family. We listen to our people. Our passion for jewellery is only matched by our passion for our employees. We allow our workers to work in teams and we try to make sure that all of their needs can be met through work. However, we cannot afford big bonuses and it is a very competitive industry. About half of our 800 employees earn less than £15,000 a year, only 52 earn more than £35,000.'

EXTENSION ACTIVITY

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Word-search



| | | |
|---------------|------------|----------------|
| ACCOMPLISH | FINISHING | PURSUE |
| ACHIEVEMENT | GOALS | PUSH |
| ATTAIN | GRASP | REACH |
| ATTEMPT | IGNITE | REACHING |
| CHASE | INTERNAL | RESPONSIBILITY |
| COMPLETION | MATURITY | SCHEDULE |
| DEDICATION | MOTIVATOR | STIMULUS |
| ENCOURAGEMENT | PLANNING | STRIVING |
| ENTHUSIASM | PROVOKE | SUCCESS |
| EXTERNAL | PURPOSEFUL | WINNING |