

Motivation

Leslie Radford

What Is Motivation?



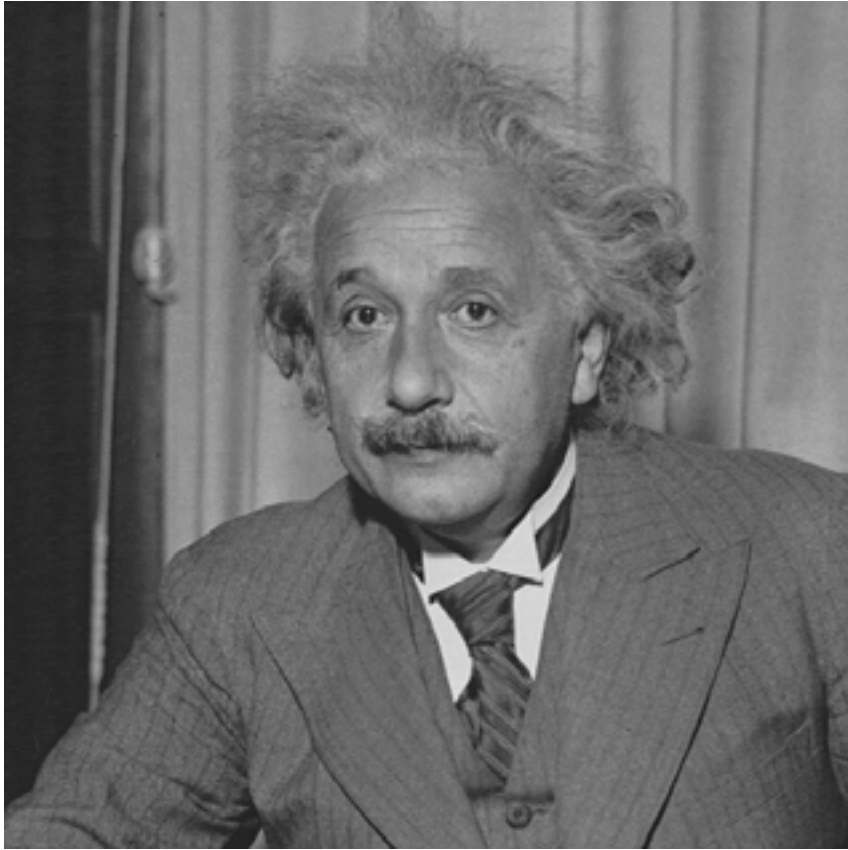
*I was saying
"I'm the greatest"
long before
I believed it.*



Intensity

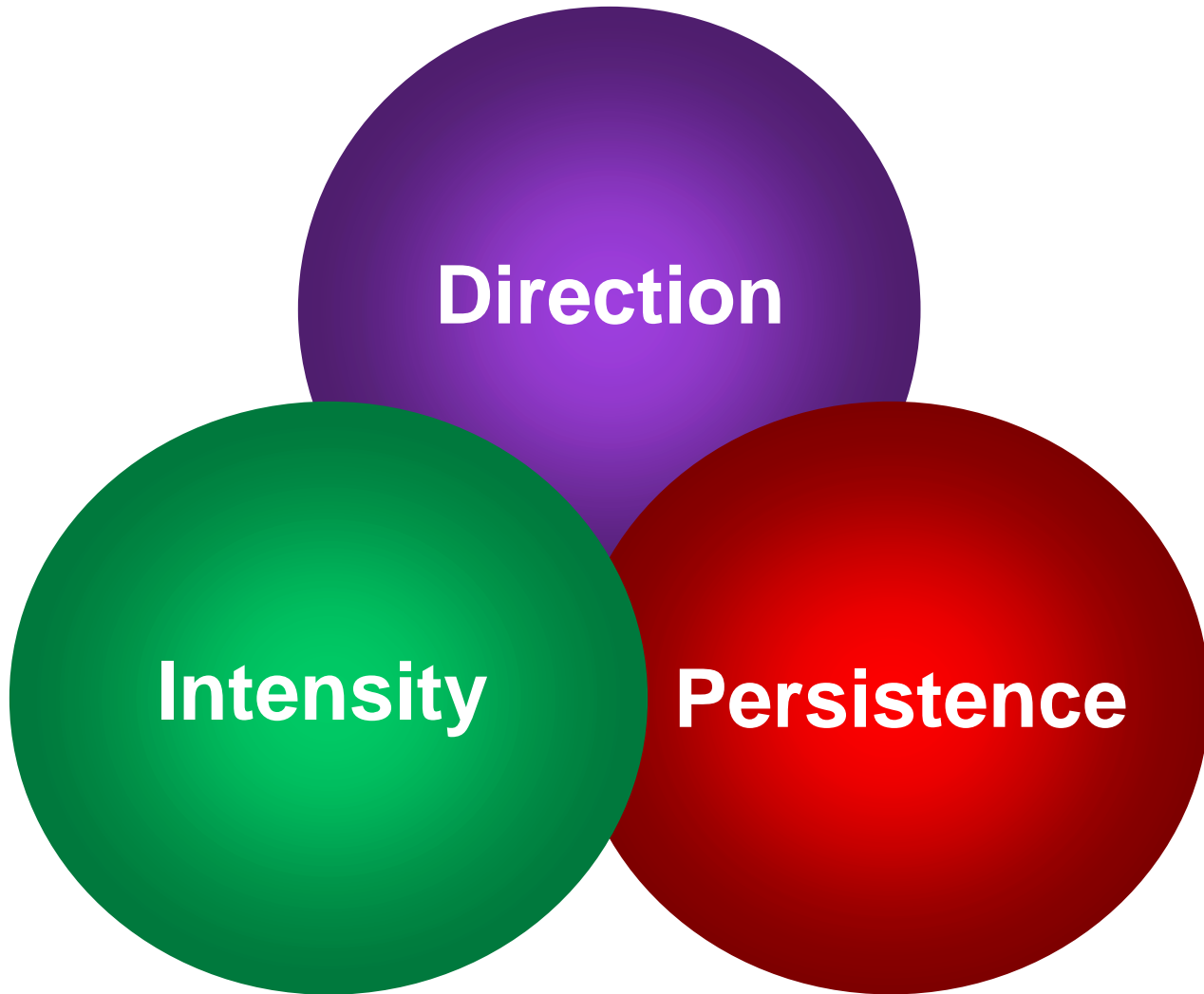


Direction



*It's not that I'm so
smart, it's just that
I stay with
problems longer.*

Persistence



Direction

Intensity

Persistence



Theories of Motivation

Needs theories

- Maslow's hierarchy of needs
- Herzberg's two factor theory

Process theories

- Expectancy Theory
- Goal Setting Theory

**Maslow's
Hierarchy
of Needs**

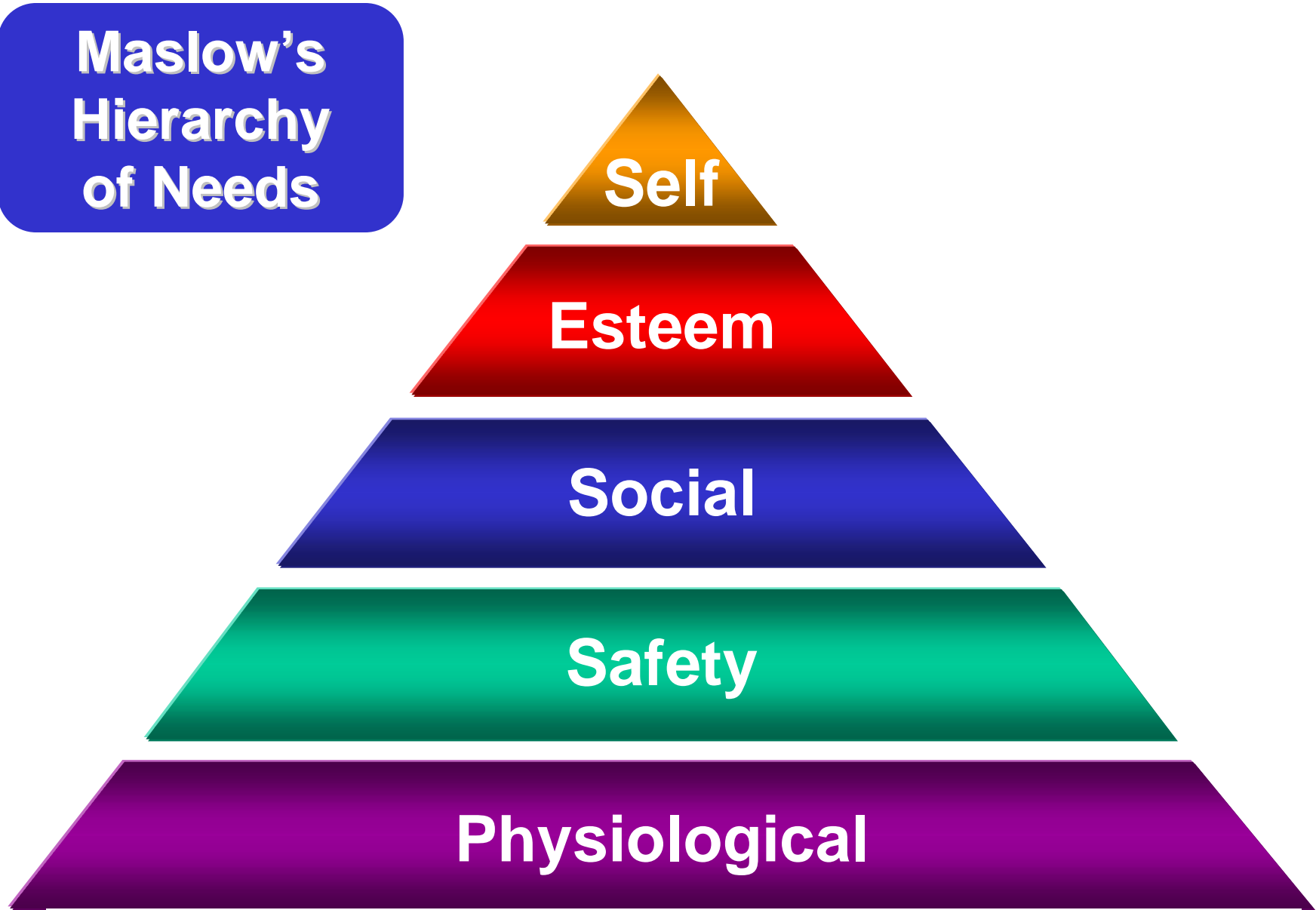
Self

Esteem

Social

Safety

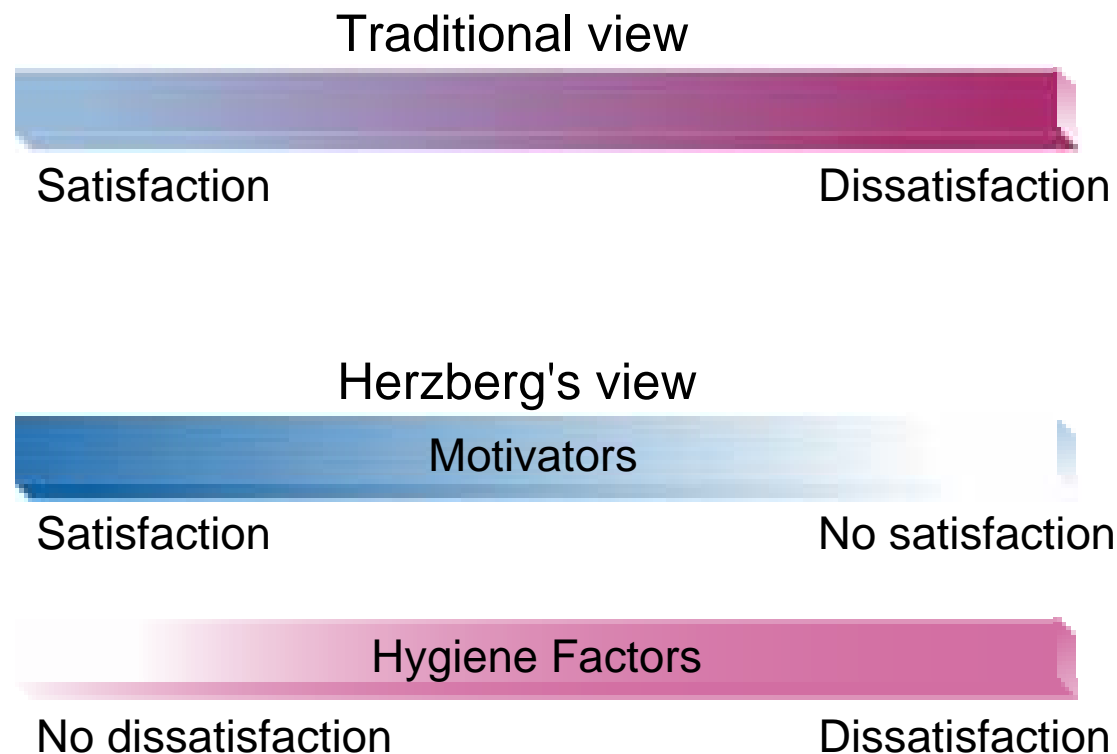
Physiological



Questionnaire

What's important to you at work?

Contrasting Views of Satisfaction and Dissatisfaction



Herzberg's Two-Factor Theory



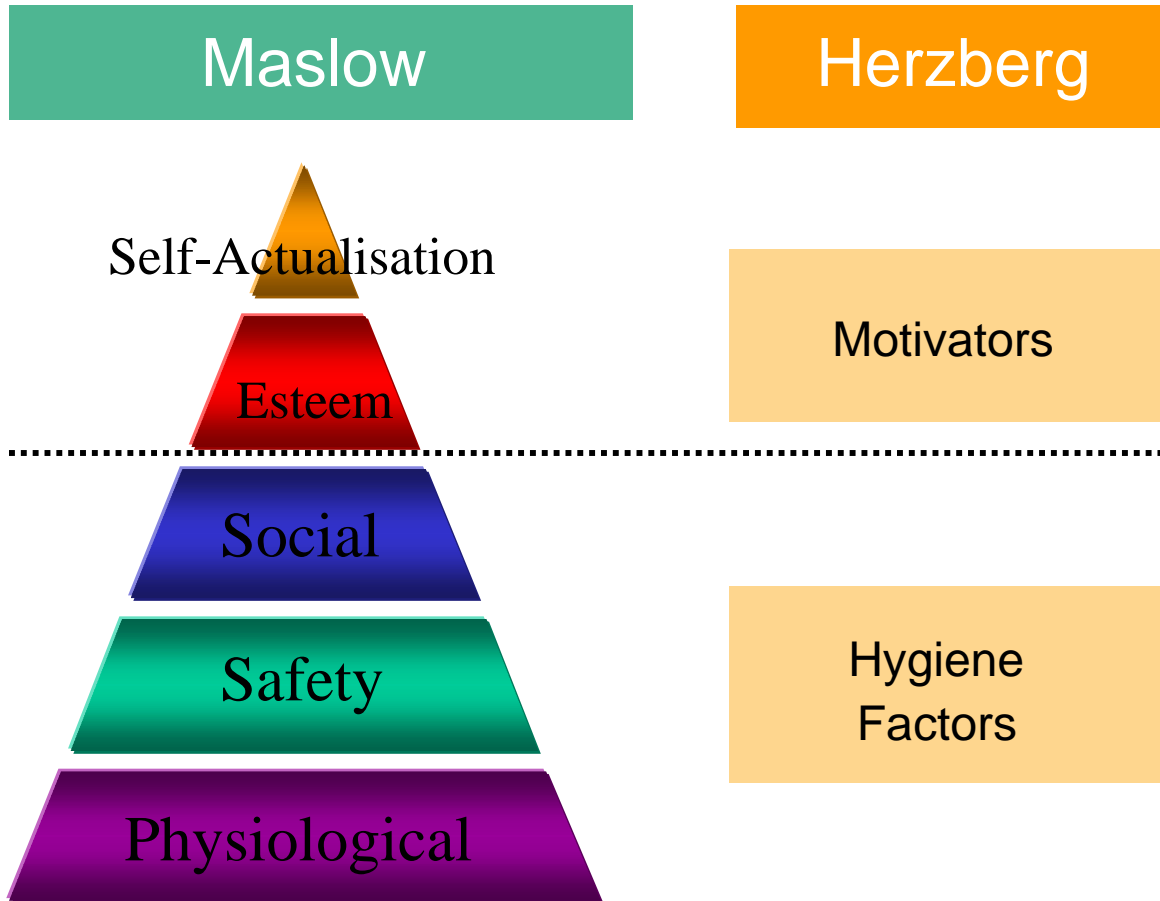
Hygiene Factors

- Company policies
- Quality of supervision
- Relations with others
- Personal life
- Rate of pay
- Job security
- Working conditions

Motivational Factors

- Achievement
- Career advancement
- Personal growth
- Job interest
- Recognition
- Responsibility

Needs Theories



Theories of Motivation

Needs theories

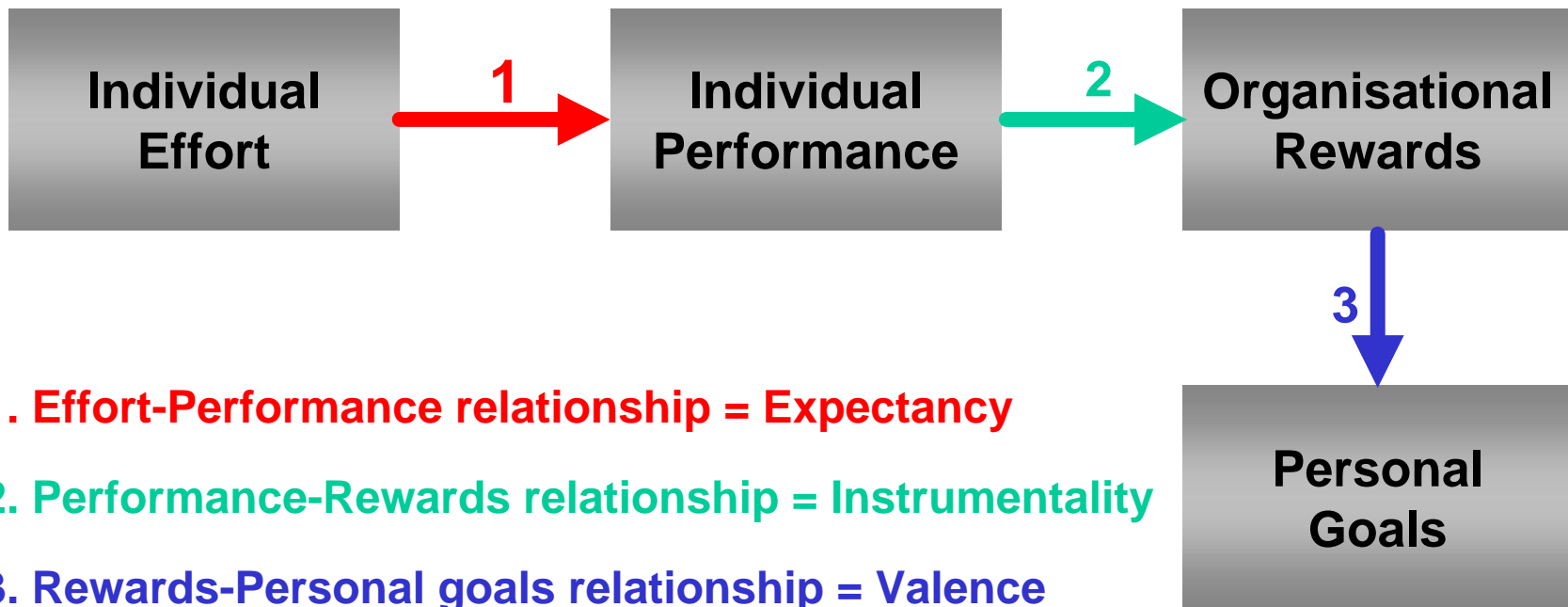
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Expectancy Theory

(Vroom)



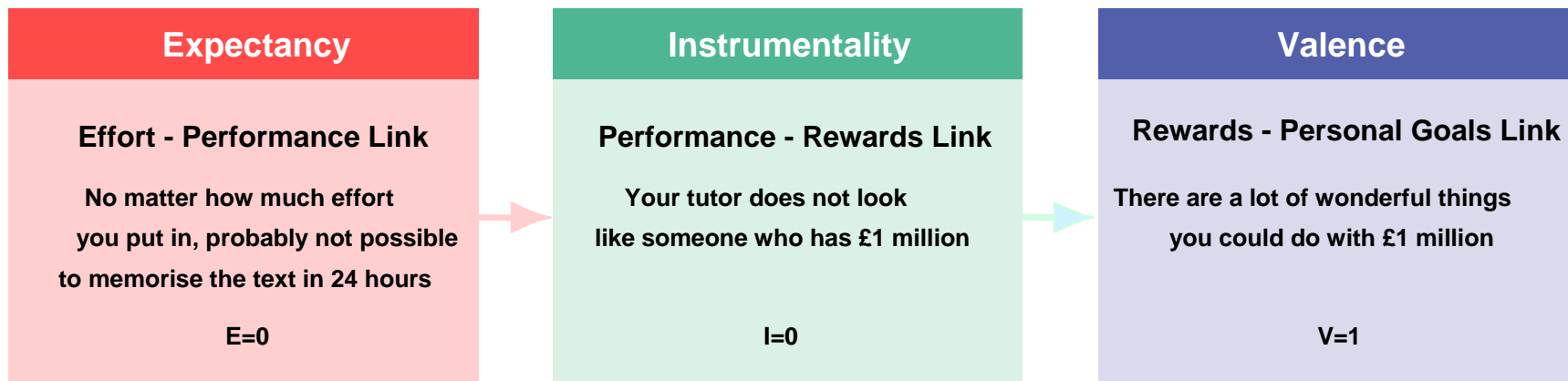
1. Effort-Performance relationship = Expectancy

2. Performance-Rewards relationship = Instrumentality

3. Rewards-Personal goals relationship = Valence

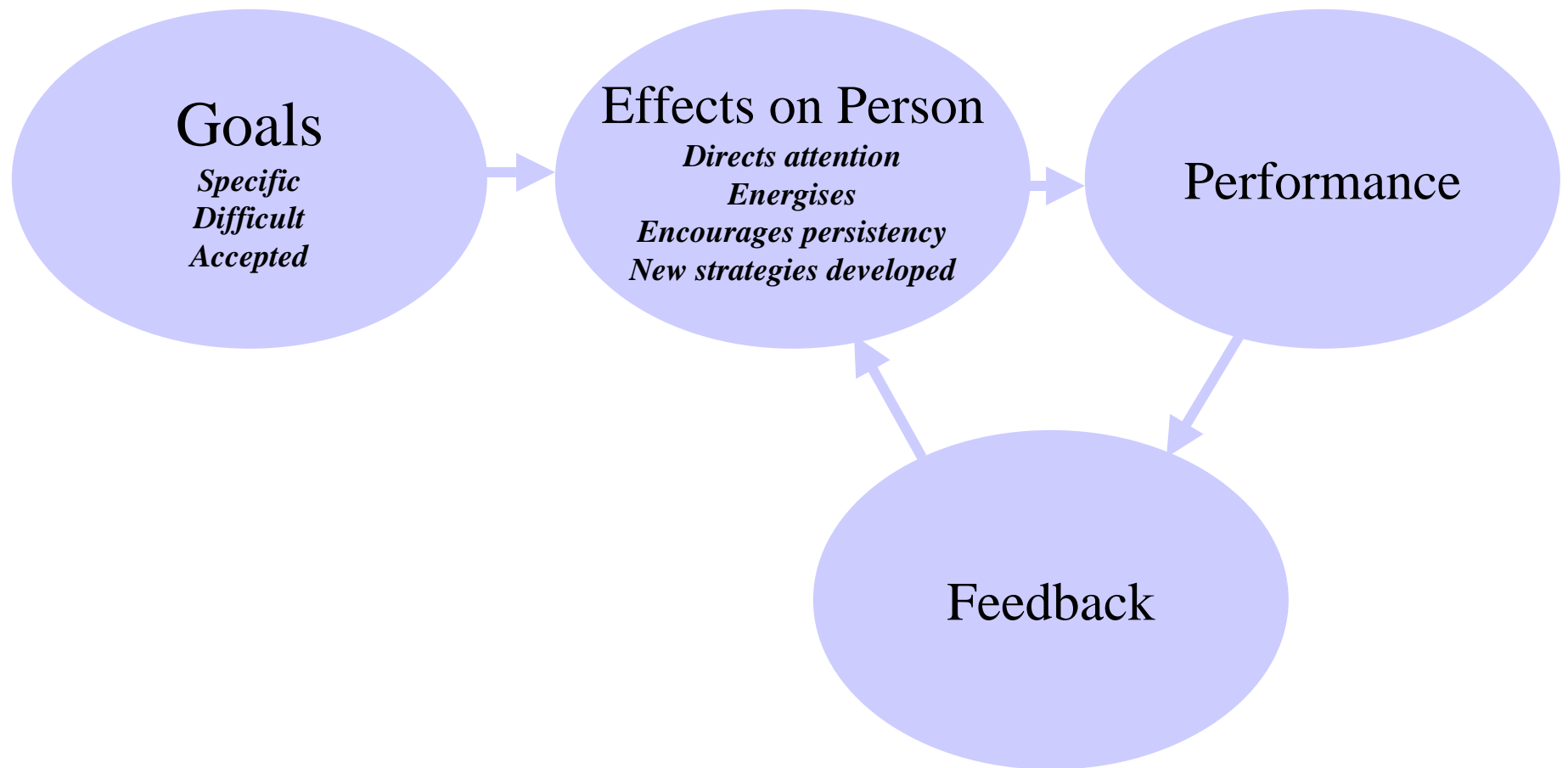
How Expectancy Theory Works

Your tutor offers you £1 million if you memorise the textbook by tomorrow morning.



Conclusion: Though you value the reward, you will not be motivated to do this task.

Goal Setting



Motivation Theories Summary

Needs theories

- Maslow's hierarchy of needs
- Herzberg's two factor theory

Process theories

- Expectancy Theory
- Goal Setting Theory

Self-Motivation

- Self-fulfilment and satisfaction
- Difficult goals lead to higher performance
- Motivation to act depends on the attractiveness of the outcome

Begin with the end in mind

What are your talents?

What is your ultimate career goal?

What can you achieve in 2 years?

What are your personal goals?

Motivation



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