



Dr. Marri Channa Reddy
Human Resource Development
Institute of Telangana

Motivation

What makes people tick?



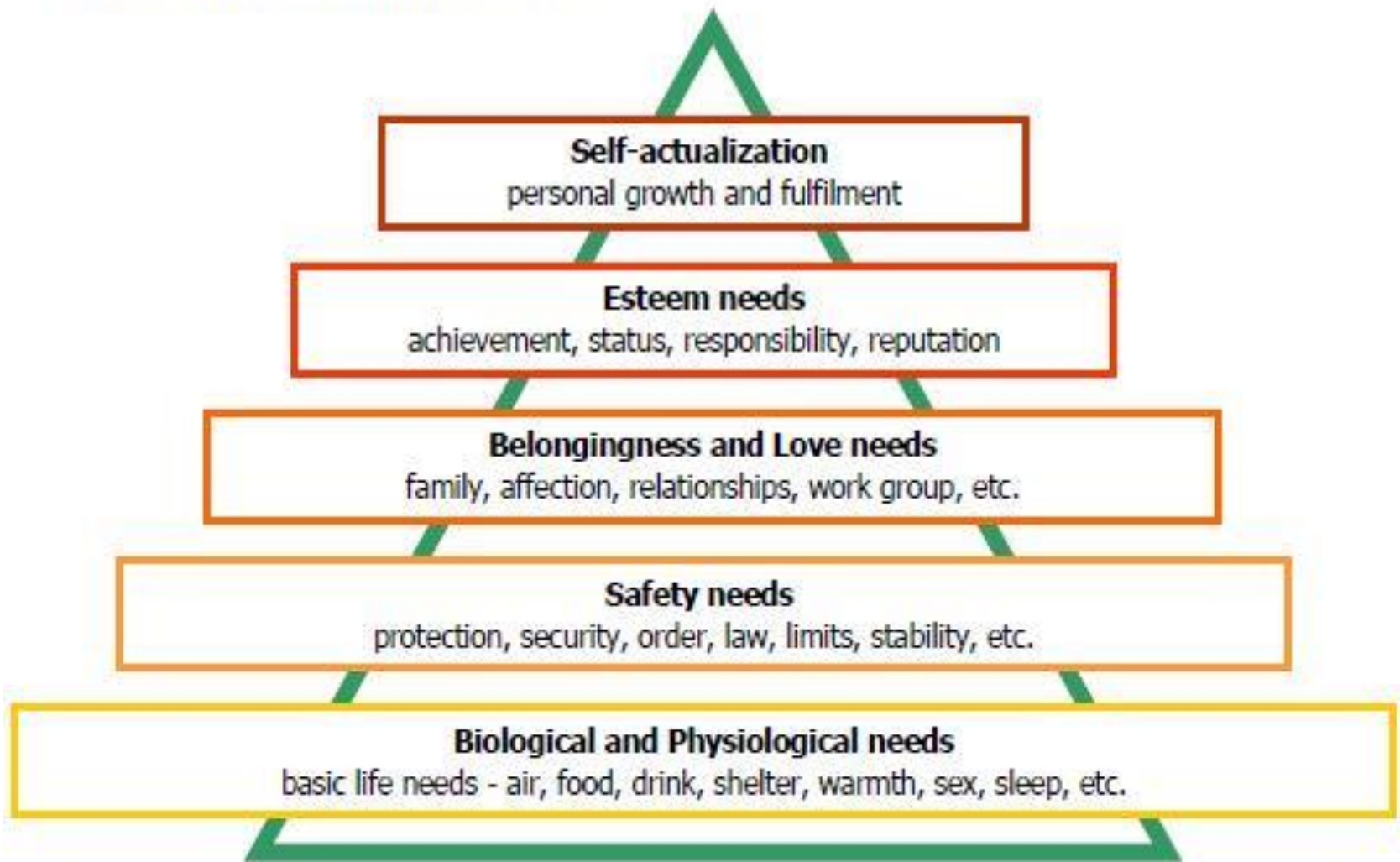
4 kinds of motivation



* These 3 don't work - and yet companies keep using them.

† Only this one creates positive, sustainable motivation.

Maslow's Hierarchy of Needs



Two-Factor approach

Hygiene factors



- Job security
- Salary and perks
- Promotions etc.

Motivators



- Sense of achievement
- Job satisfaction
- Variety in work etc.

Herzberg's Motivation-Hygiene

Power of strokes

People respond to positive strokes and shrink to negative strokes

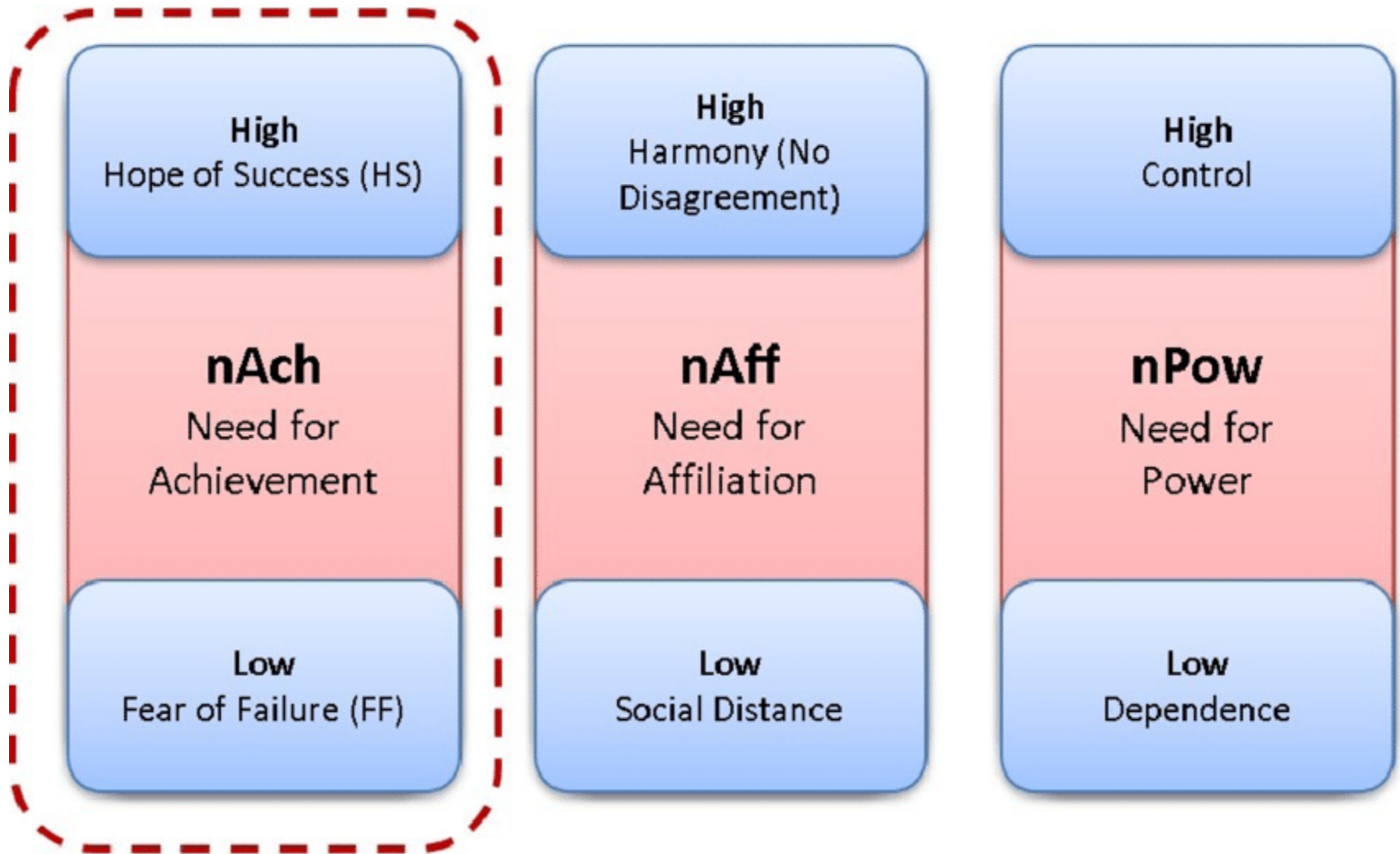
- * *Strokes are units of interpersonal recognition*
 - * *Most powerful motivators costs nothing*
 - * *An understanding smile, a pat-on-back, a simple mail, a mention in a team meeting, an acknowledgement before the boss – work wonders in their accepting you as their lead*
 - * *A genuine feedback, handholding when nervous, tolerating first mistakes, encouraging little successes, giving opportunity to prove, coaching for skills, generously appreciating ..*
- COSTS really NOTHING**

Motivating Others

A person who has high levels of achievement motivation would have a tendency to strive for success, persist in the face of failure and experience pride in accomplishments. (~D.Gill)

- ▶ **Do you know anyone like this?**

Mc Clelland's Needs Theory

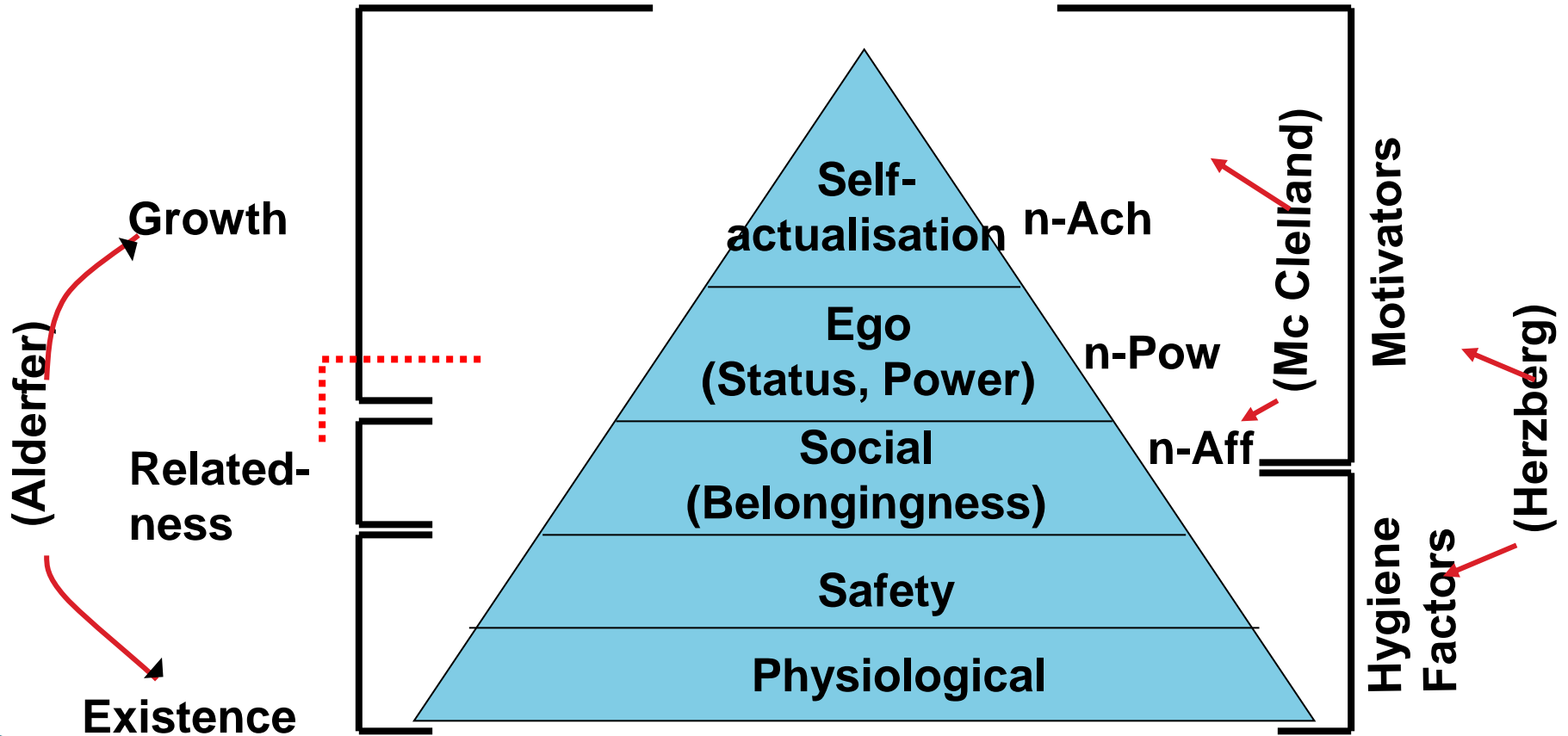


Considered a Theory of Entrepreneurship

Achievement Motivation

- ▶ Individuals will satisfy their needs through different means and are driven to succeed for varying reasons both internal and external.
- ▶ Leaders are of three types – Affiliation leaders, Power leaders, Achievement leaders
- ▶ Achievement Motivation can be defined as the need for success or the attainment of excellence.

Aligning Motivation perspectives



Thank You