Concept of Motivation

- The term motivation is derived from the Latin word movere, meaning "to move".

- Motivation can be referred as a combination of motive and action.

- Motivation is an action word that influences every aspect of our daily lives.

- Motivation is fundamental in the level of success an individual attains.

- Motivation is a personal and internal feeling. This feeling arises from needs and wants.

- Motivation is continuous process because as our one need fulfills it gives rise to other needs.

There is general agreement that people are motivated in situations where

- they can participate,

- they can feel accomplishment and receive recognition for their work,

- where the communication is frequent and

- there are opportunities for career and knowledge growth

Definitions

- J.E.Ormrod defines motivation as an internal state that arouses us to action, pushes us in particular direction and keeps us engaged in certain activities.
- William G Scott defines motivation is a process of stimulating people to action to accomplish desired goals.

Kinds of Motivation

Motivation can be intrinsic or extrinsic; Positive or Negative

1. Extrinsic motivation

Motivation that comes from an external source

Examples: Climate in an organisation, Leadership styles, Autonomy, Rewards, and Punishments etc.

A study published in Arabian Journal of Business and Management Review in 2o17 reveals that extrinsic motivation plays a great role to enhance the productivity of an employee.
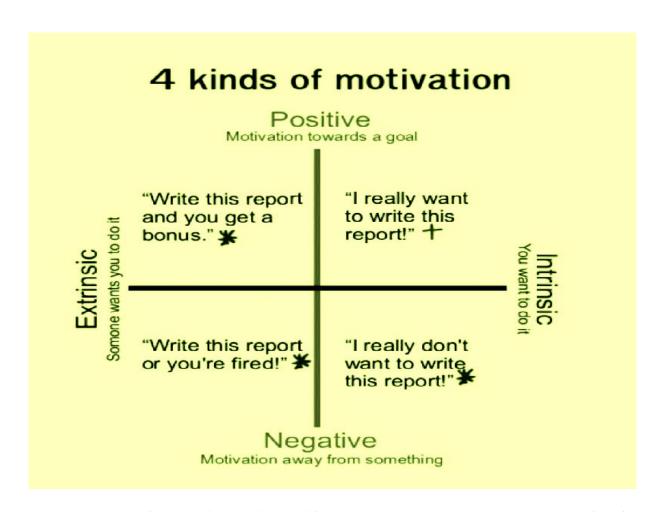
2. Intrinsic motivation

The source of the motivation comes from an internal factor.

Examples: Belief, Attitude etc.

3. Positive Motivation:

It is the reward based motivation.

4. Negative Motivation:

It is the fear or punishment based motivation

4 kinds of motivation

Positive
Motivation towards a goal

Extrinsic
Somone wants you to do it

Intrinsic
You want to do it

"Write this report and you get a bonus." ✳

"I really want to write this report!" ✝

"Write this report or you're fired!" ✳

"I really don't want to write this report!" ✳

Negative
Motivation away from something

Source: Misra,G.http://pdpnotesbygm.blogspot.com/2013/10/motivation-14.html

Benefits of Motivation

■ Puts human resources into action.

■ Improves level of efficiency of employees.

■ Leads to achievement of organizational goals.

■ Builds friendly relationship.

- Leads to stability of work force.

In a nutshell

- Motivation boost the morale of employee.

- Motivation develop sound team spirit.

- Motivation is quality oriented.

- Motivation can develop co-ordial and conducive environment

- Motivation enhances the productivity.

- Motivation can retain employee in an organisation.

- Motivation can stimulate employee to achieve organisational goals.

- Motivation prepares employee responsible and challenging jobs.

- Motivation promotes healthy competition among employees.

Motivational steps

- Sizing up

- Preparing a set of motivating tools

- Selecting and applying motivators

- Feedback

Reasons for demotivation

- No recognition

- Setting of unrealistic goals

- Overloaded

- Micromanagement

- Lack of opportunity

- Unpleasant organizational environment

- Job-security

Strategies of Motivation

- Financial
- Non-financial

- ✓ Goal-setting

- ✓ Participation

- ✓ Job enrichment

- ✓ Reinforcement

- ✓ Transcendental meditation

- ✓ Job enlargement

- ✓ Quality of work life

Rules of Motivation

- Motivation should not be the same.
- Goals should be SMART.
- Motivational efforts should be based on sound theory.
- Should appeal feelings and emotions.
- Relate organization interest with employee interest at the time of motivating the employee.
- The GoldiRock rule.

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