



Motivation

Presented by Sukumar Dutta , Joint Director (Faculty, IIBF).

What is Motivation?

The willingness to do something conditioned by the action's ability to satisfy some need for the individual.

WHY DO WE NEED TO GET MOTIVATED ?

- **MOTIVATION IS THE DRIVING FORCE IN OUR LIVES.**
- **IT COMES FROM THE DESIRE TO SUCCEED.**
- **WITH OUT SUCCESS THERE IS LITTLE PRIDE IN LIFE. NO ENJOYMENT OR EXCITEMENT AT WORK OR HOME.**
- **GREATEST ENEMY OF MOTIVATION IS COMPLACENCE.**
- **COMPLACENCE LEADES TO FRUSTRATION.**

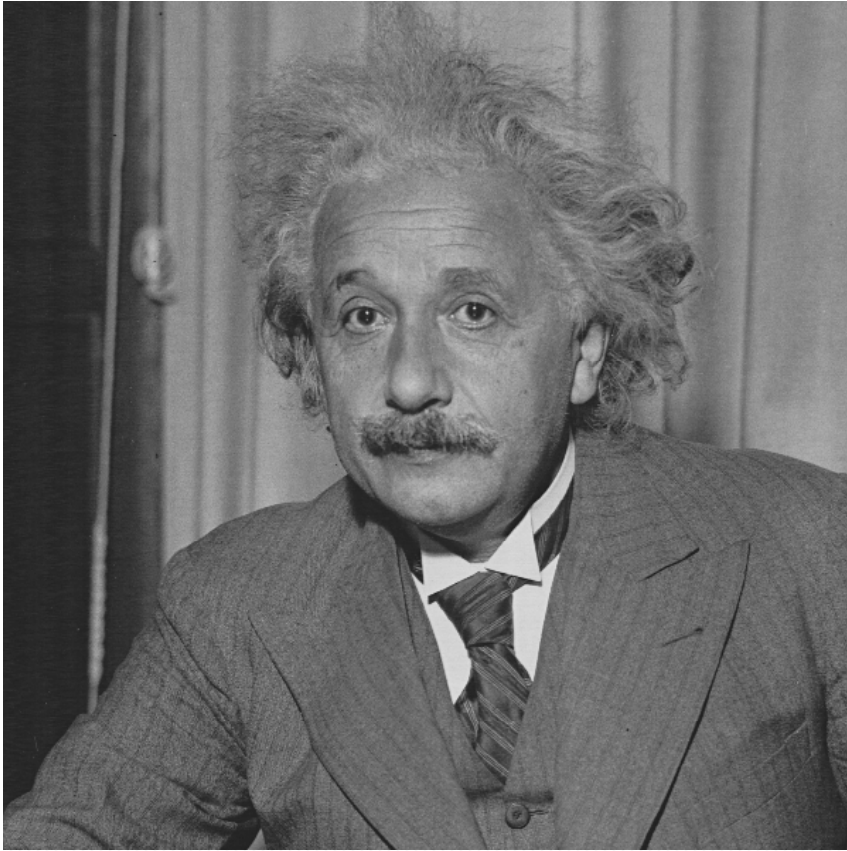


*I was saying
"I'm the greatest"
long before
I believed it.*



Intensity





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

Persistence





CONCEPT

- Motivation is a psychological state. Understanding motivation can help in understanding individual behaviour.
- In general, the causes of behaviour are regarded as motivation.
- Stephen P Robbins defines motivation as “the willingness to exert high levels of efforts towards organizational goals, conditioned by the effort’s ability to satisfy some individual need.”



FEATURES

- Motivation is complex.
- It is psychological.
- It is physical too.
- It is unique to each & every person.
- It is context sensitive.
- Motivation is the key to performance improvement.



QUALITIES

- Motivation energizes.
- Directs behaviour.
- Enable persistence towards a goal.
- Exists in varying details.
- $\text{JOB PERFORMANCE} = F(\text{ABILITY}) \times (\text{MOTIVATION})$



SEVEN RULES OF MOTIVATION

- Set a major goal, but follow a path
- Finish what you start
- Socialize with others of similar interest
- Learn how to learn
- Harmonize natural talent with interest that motivates
- Increase knowledge of subjects that inspires
- Take risk



IMPORTANT MOTIVATORS: Leader's approach

- **Interaction by participants on Azim Premji (Wipro's CMD)'s statement: 'Workers leave Managers, and not Organizations'**



POINT	COUNTER POINT
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DEBATE ON 'FAILURE MOTIVATES'

STEVEN COVEY'S SEVEN HABITS OF HIGHLY EFFECTIVE PEOPLE

- Be pro-active
- Begin with the end in mind
- Put first things first
- Think win win (Inter-personal leadership)
- Seek first to understand & then to be understood (Empathy, T/A, Johari window)
- Synergize (effective cooperation)
- Sharpen the saw (Self-renewal).



Theories of Motivation

Needs theories

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

Process theories

- Expectancy Theory
- Goal Setting Theory



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Needs Theories

Maslow

Herzberg

Self-Actualisation

Esteem

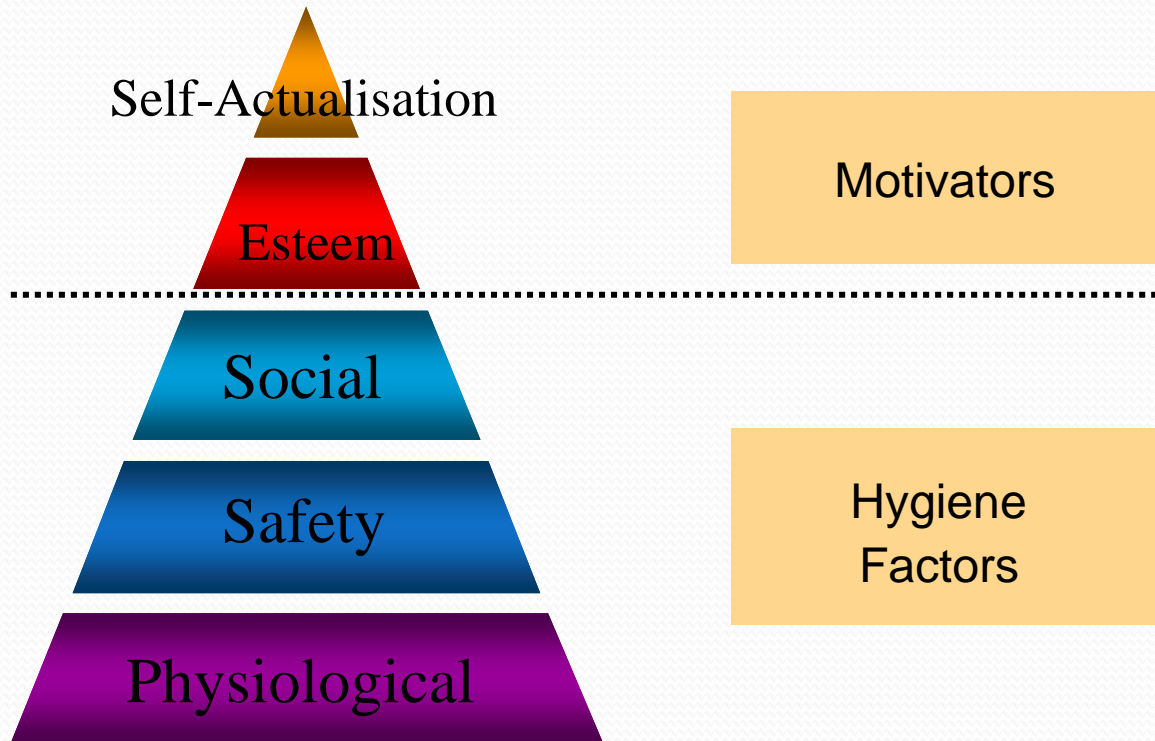
Motivators

Social

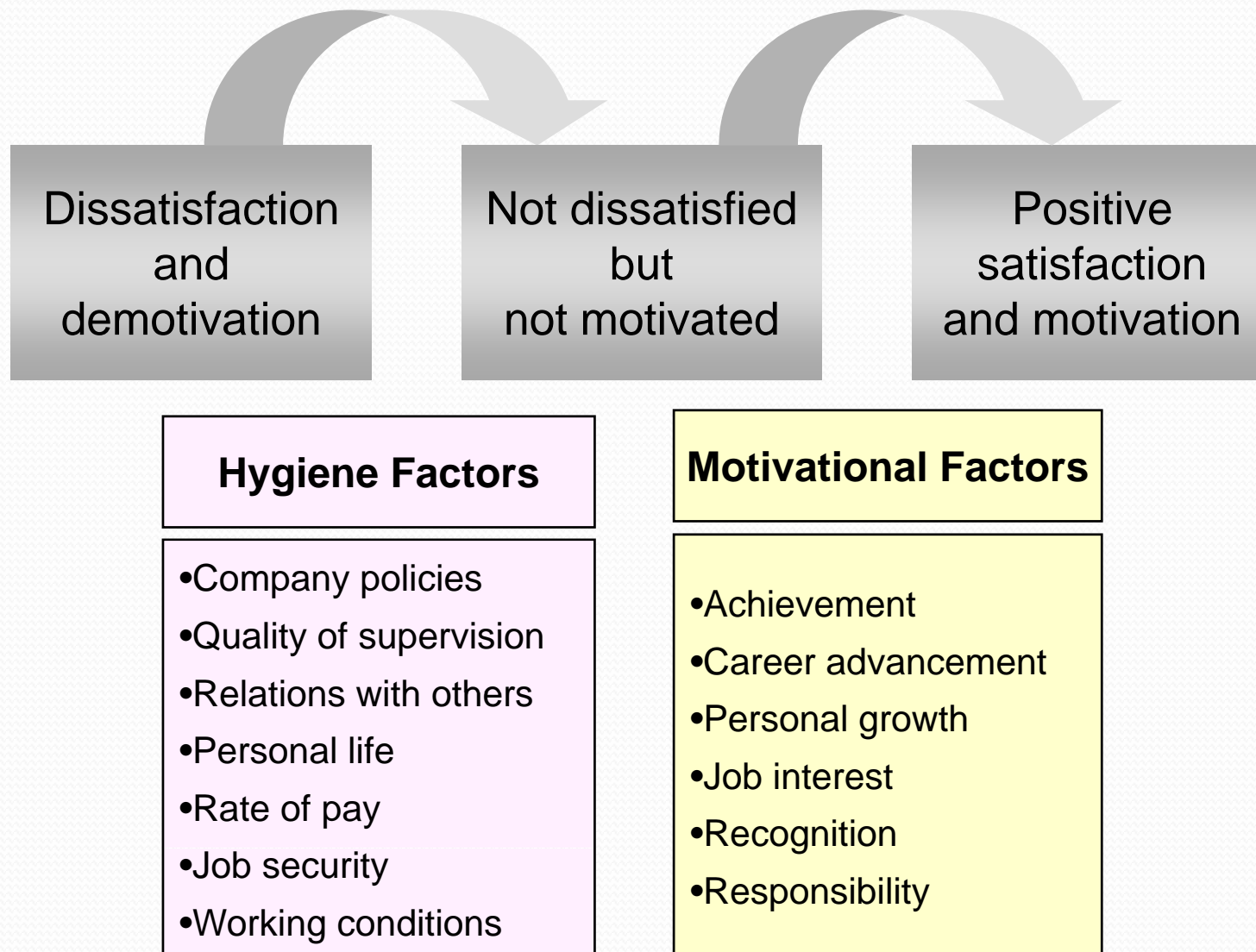
Safety

Hygiene
Factors

Physiological



Herzberg's Two-Factor Theory



The background is a solid blue gradient. At the top, there are several wavy, horizontal lines in shades of light blue and cyan, creating a sense of movement or a horizon line.

Questionnaire

What's important to you at work?



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?

