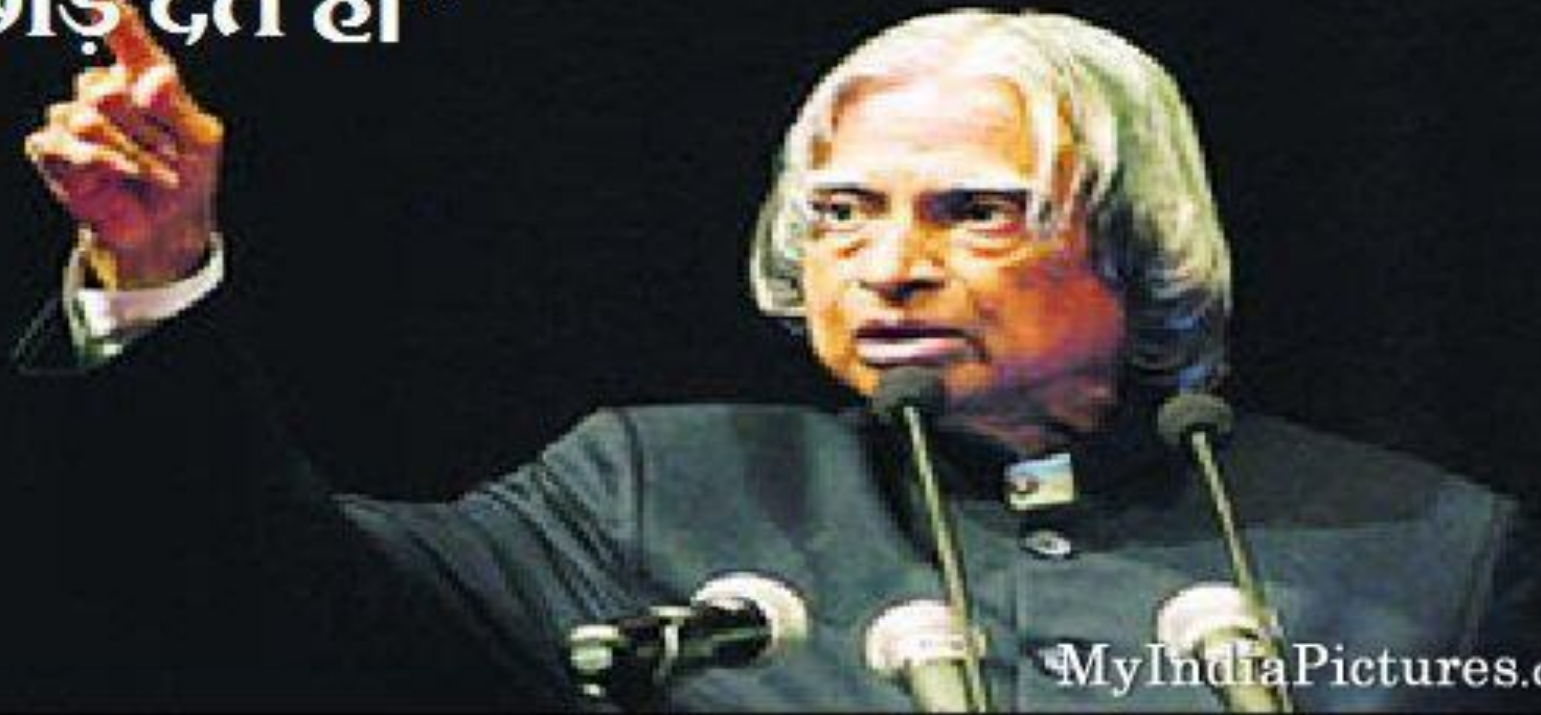


MOTIVATION

Motivation.

- The force that moves people to initiate, direct, and sustain behavior and action.
- Performance – determined by 3 factors.
- Ability.
- Environment.
- Motivation.
- Motivation factors differs from person to person.

“इंतजार करने वालों को सिर्फ उतना ही मिलता है, जितना कोशिश करने वाले छोड़ देते हैं”



- If you do not hope, you will not find what is beyond your hopes.

St. Clement of Alexandria

- The only way of finding the limits of the possible is by going beyond them into the impossible.

Arthur C. Clarke

- Without inspiration the best powers of the mind remain dormant. There is a fuel in us which needs to be ignited with sparks.

Johann Gottfried Von Herder

**Knowing is not enough;
we must apply.
Willing is not enough;
we must do.**

Author, Johann Wolfgang von Goethe

- **Do not wait to strike till the iron is hot; but make it hot by striking.**
William B. Sprague
- **Do not follow where the path may lead. Go instead where there is no path and leave a trail.**
Harold R. McAlindon
- **Leadership: The art of getting someone else to do something you want done because he wants to do it.**
Dwight D. Eisenhower

- **If your actions inspire others to dream more, learn more, do more and become more, you are a leader.**

John Quincy Adams

- Hope is like the sun, which, as we journey toward it, casts the shadow of our burden behind us.

Samuel Smiles

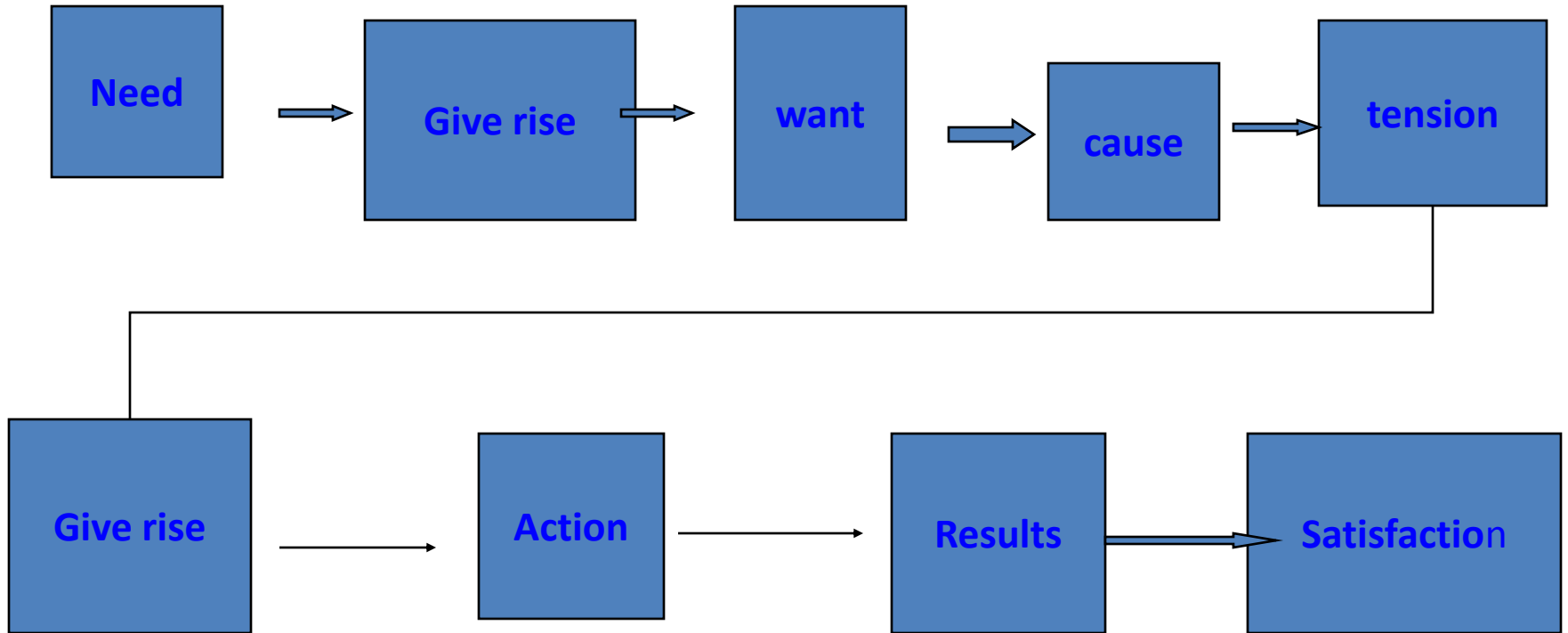
अख़बार बेचने वाला अब्दुल अगर
आसमान छूने की जिद ना रखता, तो
ऐ.पी.जे. कलाम कैसे बनता.





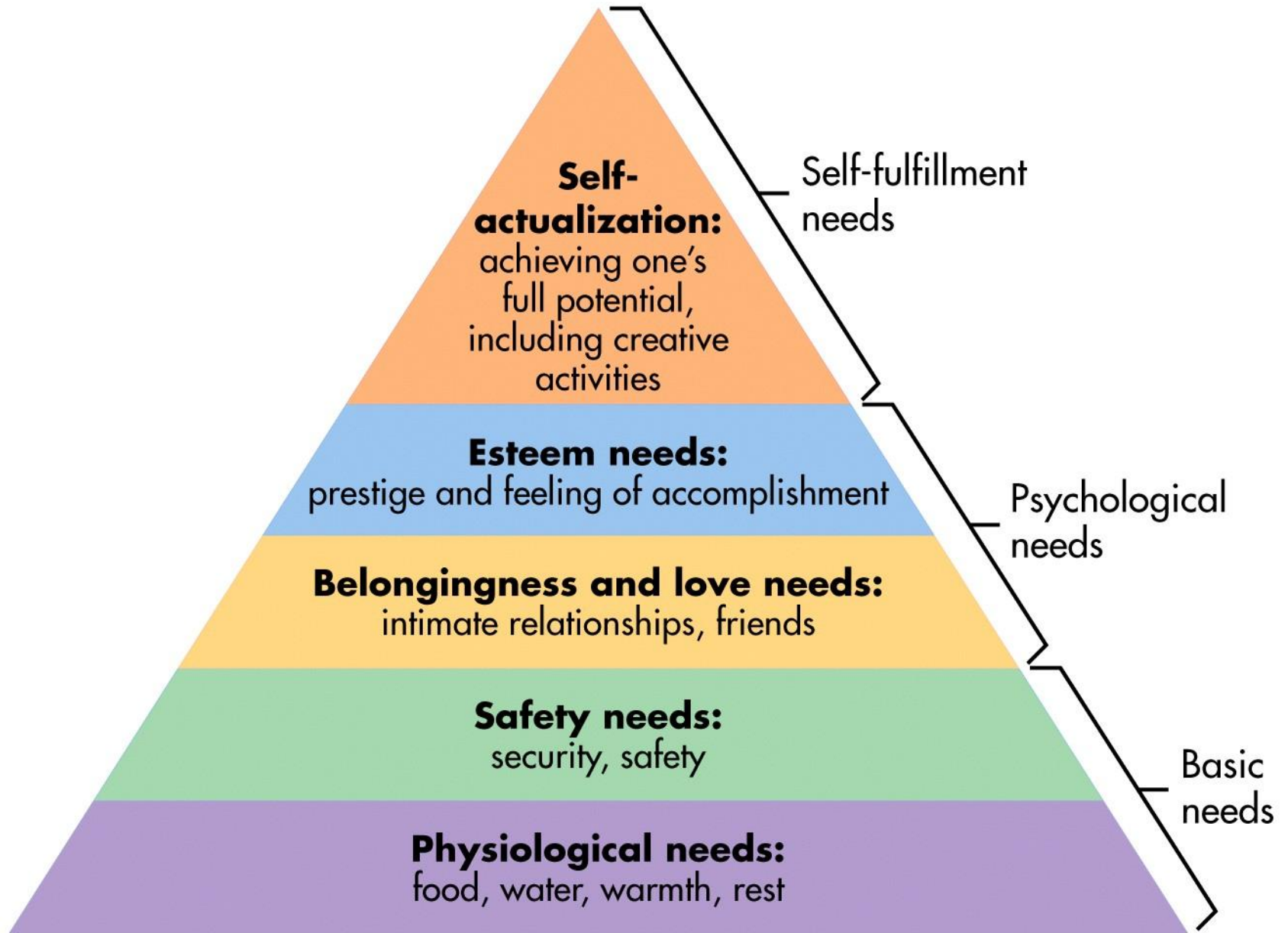
सपने वो सच नहीं होते
जो सोते वक्त देखे जाते है
सपने वो सच होते है
जिनके लिये आप सोना
छोड़ देते है

Need- Want-satisfaction- Chain



Motives

- **Primary motives** - physiological, (hunger, thirst).
- **General motives** - stimulus motives – curiosity, manipulation, desire to be active.
- **Secondary motives** - higher needs such as. Need for achievement, need for power need for status, need for security.



Herzberg's Two Factor Theory

- He analyzed what turns you on, when did you **feel** good about your job, when did you feel exceptionally bad about your job.
- He called satisfiers as motivators and dissatisfiers as hygiene factors.(These factors can be prevented).

Contd.

- **Hygiene factors.**
- **Company policy, administration.**
- **Supervision.**
- **Salary.**
- **Interpersonal relationship, boss.**
- **Motivators.**
- **Achievement.**
- **Recognition.**
- **Work itself.**
- **Responsibility.**
- **Advancement.**

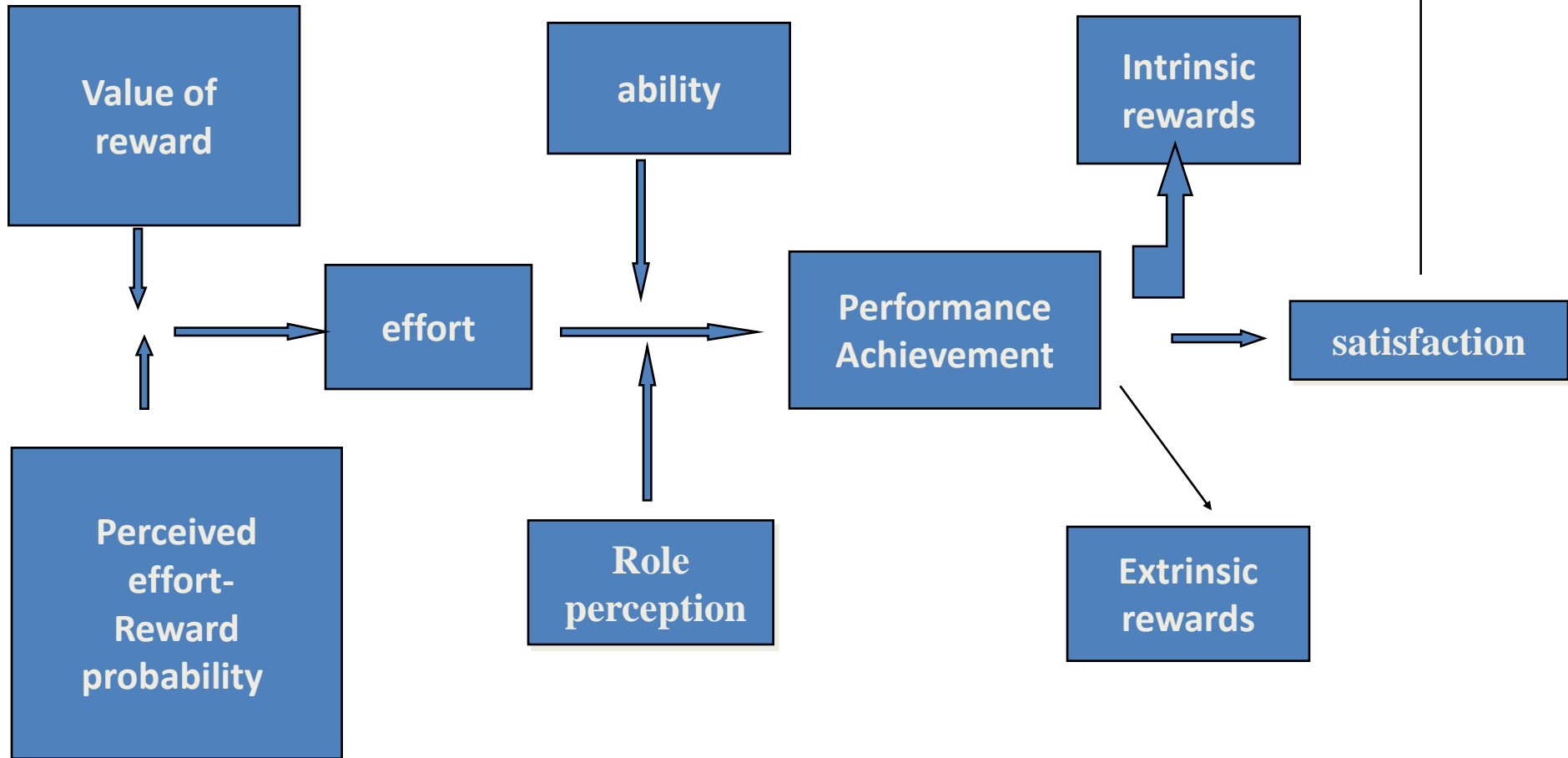
Vroom's Expectancy Theory

- Contends that before people are motivated to act, they consider whether they have the ability and whether their effort will bring desired result.
- People ask can I succeed? If they do not believe their effort will lead to high performance then their expectancy is low.
- Therefore such people need training, support, realistic goal, Morally boost up

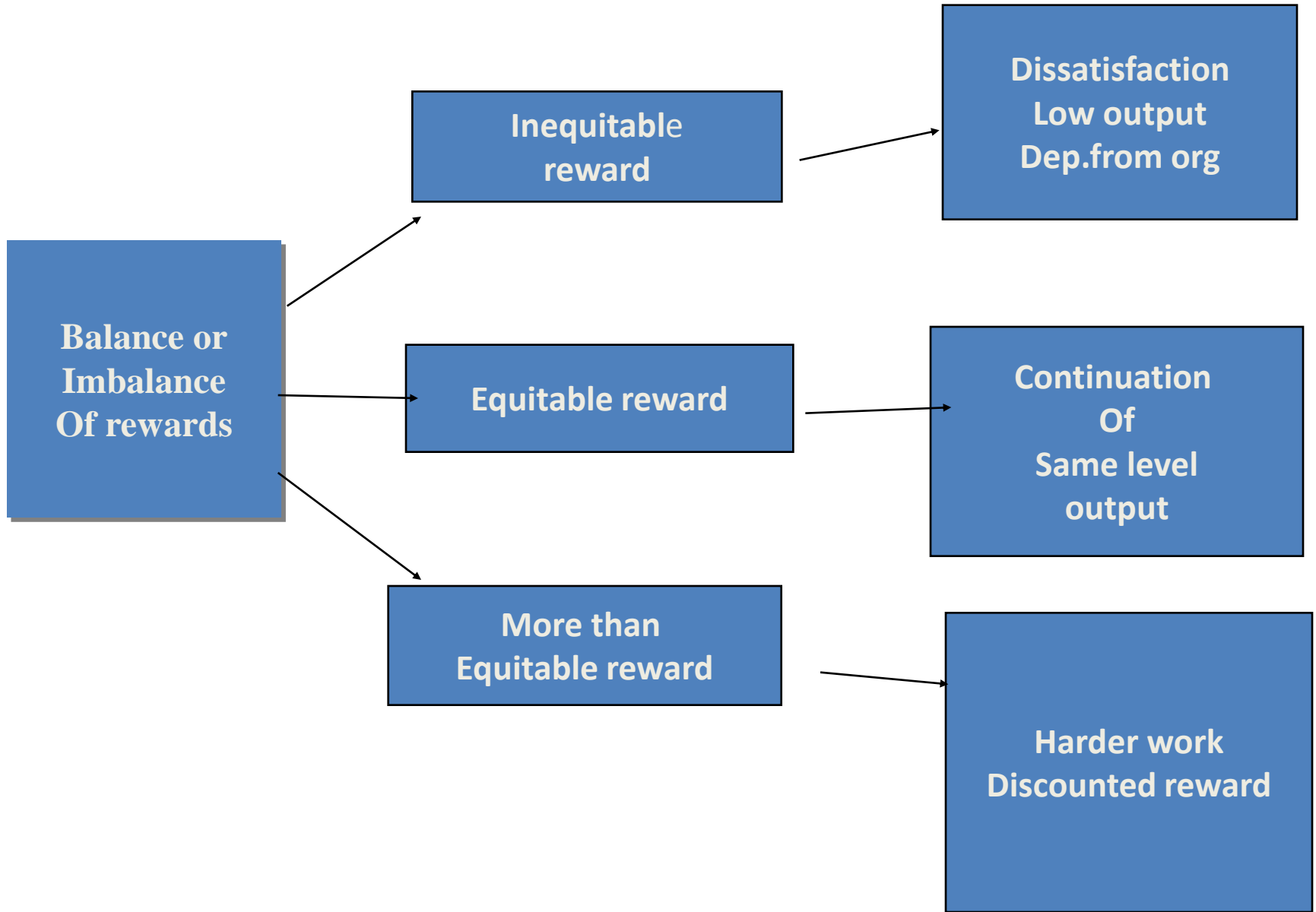
Contd.

- People consider what outcome if they succeed? Will they be rewarded? If not then do not perform. If yes then high performance.
- Therefore managers should make clear explicit connection between performance and rewards.
- Rewards should be delivered timely.

The Porter- Lawler Model



Contd.



Equity Theory

This theory argues that a major input into job performance and satisfaction is the **degree of equity or inequity that people perceive in their work situation**

Control Theory

- It relates to the degree individual perceive they are in control of their job.
- Those who have this belief tolerate unpleasant event and experience less stress.

Motivational Technique

- Money.
- Participation.
- Quality of working life.
- Job enrichment-.
 - Giving worker freedom of work method.
 - Giving feeling of responsibility.
 - Make sure worker can see their contribution. To finished product.
 - Give feedback.

Systems Approach to Motivation

- Given complexity of motivating people risk of failure exists if only one motivator is applied.
- Each persons capability are different. So as a manager you have to design a climate that arouse motivation.

हर व्यक्ति प्रतिभाशाली
होता है, परंतु यदि आप
मछली को उसकी पहाड
पर चढ़ पाने की क्षमता से
आंकेगे तो वह जीवन भर
स्वयं को नालायक ही
मानती रहेगी

Leadership

- “To be a leader you must lead human beings with affection,”

J.R.D. Tata.

Cont.

Leadership is the ability to influence and to motivate others to achieve organizational goal.

Leader must install values – concern for quality, honest and risk taking.

THANKS