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 2017 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

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.

References

- https://jamesclear.com/motivation