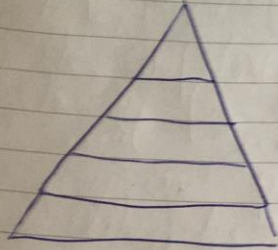


Question 3.

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- keep the technicians motivated.



self actualization
esteem
love / belonging
safety needs
physiological needs

- look at Maslow's hierarchy of needs
- look at Herzberg motivators + hygiene factors
- the opposite to job satisfaction isn't job dissatisfaction.

- Some examples

Achievement
Recognition
work itself
Promotion

Company policies
Salary
Status
Security

Satisfaction

Dissatisfaction

- Use McGregor's theory of management the Y style.
- X style are more intolerant, short tempered and demanding.