

What Motivates People?

Case Study Group Activity: What Motivates People?

Instructions: In your group, read each of the three profiles below. For each person, discuss what appears to motivate them, which motivation theory best explains their situation, what could reduce their motivation, and what could help them stay motivated.

Case Study 1 – Aisha: University Student

Aisha is studying for a Business degree while working part-time. She wants to achieve a good degree because she hopes it will lead to a secure and well-paid career. However, balancing university, work and her personal life can sometimes leave her feeling overwhelmed.

Aisha enjoys learning when she can see how the subject connects to her future career. She is particularly motivated when she receives positive feedback and can see that she is making progress. However, when deadlines build up or she receives a disappointing grade, her motivation can fall.

Case Study 2 – Daniel: Recent Graduate

Daniel recently graduated and has started his first full-time job in marketing. He enjoys having the opportunity to develop new skills and likes being trusted to manage his own projects.

Although salary is important to Daniel, he also wants to feel that his work is meaningful and that there are opportunities to progress. Recently, he has started to feel frustrated because his work has become repetitive and he receives very little feedback from his manager.

Case Study 3 – Priya: Small Business Owner

Priya owns a small café that she started three years ago. She enjoys having control over the business and takes pride in seeing it grow. She is motivated by creating something of her own, providing a good service to customers and eventually expanding the business.

However, running the café can be stressful. Rising costs, long working hours and responsibility for employees sometimes affect her motivation. Despite this, she enjoys solving problems and learning new ways to improve the business.

Complete the table:

Person	What motivates them?	Which theory could explain this?	Why?	What could reduce their motivation?	What could help them stay motivated?
Aisha					
Daniel					
Priya					