



ACADEMIC REPORT

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BMSW 4001 EMPLOYABILITY AND ACADEMIC SKILLS

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INTRODUCTION TO MOTIVATION:

Motivation is the behavior that leads to achieving a goal. It is a type of behavior that satisfies or achieves certain conditions e.g., wishes, desires, or goals. To activate this behavior certain factors are involved such as biological, social, and cognitive. In our daily life, this term is used to specify the purpose of humans towards any goal which is a driving force to reach that point. According to psychology the term motivation is the basic thing to optimize well-being by reducing physical pain and producing pleasure while moving towards a goal. (Korman,1974)

The key to success for any organization is to keep the employees motivated and this is fulfilled by great managers. To ensure whether your employees are motivated or not some techniques are to be implemented to get long-lasting effects in terms of motivation and productivity. There are a few strategies that are the best way to motivate your employees:

- **Open communication**

Open communication is very important to maintain the motivation of your staff. No one likes to be under someone's supervision; it makes their working environment uncomfortable. Use some techniques and methods through effective communication which will show a major difference in staff's motivation.

- **Care for staff**

Staff members will have some questions, comments, and concerns related to work. An open-door policy should be introduced which will help the staff to communicate about their input matters. And if it is not implemented properly then make sure to arrange meetings for your staff during which their points should be discussed or noted down.

- **Follow up**

Always trying to follow up with your employees regarding their work is a very important task done. This not only fixes all the problems but will show your employees that you are not ignoring their remarks but you are taking out time from your schedule to check their

performance. In this way, your staff will know that you are watching their work and are listening to them and in the future, they will not be afraid of contacting you.

Employee motivation is affected by many factors like environment, capital, and human resources which also influence the performance of the organization as a whole. Thus human resource is the most common of all. There has been much research done on motivating employees using different ideas and concepts for it. There has been much research done on this subject and different theories are made that influence organizational behavior in many ways. Examples of such theories are Herzberg who is known to be the first person to identify the two concepts in motivation called intrinsic and extrinsic motivation. These concepts have also distinguished the different types of motivation that have been implemented on employees to make the workplace motivated.

CONCEPT OF MOTIVATION:

The concept of motivation is specified as the managing process through which the staff has been encouraged to work for the betterment of the company by providing some motives of that organization. This is the task of the manager to motivate employees which is important for the survival of the company. Thus motivated employees are considered the pillars of a successful company. There has been much research done on motivation in the mid-twentieth century in which the most well-known motivational theories are made by Maslow's hierarchy of needs in the year 1943, Herzberg's two-factor theory in the year 1959, and 1964 a theory called Vroom's theory. It seems that Herzberg and Maslow's theories are still popular because they were the first ones to research this topic.

Herzberg and Maslow

Herzberg, in 1959, introduced the motivation theory which depends on the two-factor theory. He explained in his theory the difference between the two factors called motivators and hygiene. The theory emphasizes the fact that these factors can not be present at the same time. The motivators are the people who are satisfied with their job while the hygiene is the ones who are dissatisfied with their job. These factors can also be classified as intrinsic (motivators) or extrinsic (hygiene) factors.

He further explained that motivators have intrinsic factors which promote psychological growth in the job e.g., achievement, recognition, responsibility, skill, challenge, and work in their way. Similarly, the hygiene factors are extrinsic which not only describe the working condition but the work itself. The extrinsic reward has a significant impact on employee motivation while intrinsic reward does not have any impact on employee motivation. The reward system should be efficient rather than inefficient. This is because the inefficiency will lead to demotivation of employees. This whole scenario explains that both intrinsic and extrinsic rewards motivate the employees and generate high productivity.

The Herzberg two-factor theory (1959) is also related to Maslow's theory of motivation which was introduced earlier in 1943. Maslow has outlined five sets of goals called basic needs in his motivation theory. These goals are as follows:

Psychological needs: This goal clearly defines how an individual survives e.g., eating, dressing, and sleeping. If these needs are not fulfilled properly then there arise many problems like the capacity of function is not met to its fullest. So these needs are the most important for an employee and must be fulfilled first.

Security needs: These types of needs protect the employee against various threats going on in any organization. If a person's security is met properly their safety needs come first before any other factor which makes them feel safe about working in that environment. In the absence of physical safety like family violence, war, natural disaster, or childhood abuse a person may get into psychological problems like post-traumatic stress disorder. The absence of work opportunities may lead to a lack of safety needs in any job.

Social need of belonging to a group: It explains the need for acceptance of individuals in different groups like family, work, friends circle, and their associates. Maslow explains it further that humans are social animals. They need the feeling and sense of belonging. They always try to connect throughout their life for acceptance between different social groups and find themselves between. There are several small or large social groups depending on their way of connection. The large group includes religion, co-workers, professionals, sports, etc. while the small group consists of love, family members, mentors, colleagues, and confidants. (Maslow 1988)

The esteem needs, respect, and trust: Humans always need to feel respected in any area of their life. Respect may be in the form of self-esteem and self-respect. Self-esteem includes the desire of being accepted and valued. So people usually involve themselves in any profession to gain respect. This also gives the person a sense of value for himself.

Personal development: Maslow explains in this goal that if you want to develop your personality you have to get out of a materialistic lifestyle. The aim is to accomplish every desire to our fullest and accomplish everything one can.

Intrinsic and extrinsic motivation

The classification of motivation is based on two types of motivation which includes intrinsic motivation and extrinsic motivation.

- **Intrinsic motivation**

This is a type of motivation in which an employee enjoys his work and does not work for the sake of being rewarded. Instead, they feel inner pleasure in performing their job. This type of motivation does not involve external incentives. Amabile 1993 further explained this type of motivation that individuals seek enjoyment, pleasure, interest, curiosity, and challenge during their work. (Amabile, 1993)

- **Extrinsic motivation**

It is the opposite of intrinsic motivation. In this type of motivation, an individual depends on external rewards in order to achieve any target. The source of this type of motivation involves the physical environment of an individual. For example job benefits, higher salary, incentives, and promotions are the external sources on which an individual depends for getting this type of motivation. According to Deci, extrinsic motivation can be described as the motivation based on money and verbal rewards which are mediated outside the person, while intrinsic motivation is mediated inside of a person. According

to Amabile, the employees can be motivated intrinsically or extrinsically, or even both. (Amabile, 1993)

DIFFERENT WAYS TO MOTIVATE STAFF:

Following are some different ways to motivate staff:

REWARD SYSTEM:

Many employees get motivated when they get rewards. The reward system is necessary for both organization and the payment system. The reward system includes both pay bonuses and group-wise performance. This supports individual excellence on the basis of his performance.

- **Rewards Purpose**

The purpose of this system is to motivate employees to work even harder to achieve goals for an organization. The one who contributes the most will get the greater bonus. This motivates the employees to work harder for success.

- **Financial Reward**

In this type of reward, the employees get their financial payment in the form of salary or commission from employers. This type of payment usually depends on the type of work which they have been hired for. Furthermore, financial rewards are the monetary incentives that an employee earns due to their good performance.

- **Non-Financial Reward**

It is a type of reward which is not a part of the salary of an employee. Along with security needs, an employee also requires psychological, social, and emotional needs in their life. This type of satisfaction also uplifts their motivation to work in any organization which is

another important way for finding social networks. As we already know that humans are social animals, they are always in need of making new connections with new groups.

JOB PERFORMANCE

Nowadays, it is very challenging to do business in this world. The growth and performance of the business are challenged by operating environmental factors both internally and externally. The only way to survive in such a competitive global market economy is through the factor of motivation. An employee who is motivated is a valuable asset to the company or organization. It delivers huge value to the business by providing valuable performance which maintains and strengthens the growth and revenue of the business. According to Koontz and Weinrich, the main job of a manager is not to manipulate their employees but rather to give them the recognition that motivates them. The main key factors of motivation make the employee give the best performance in their workplace. To run any business whether big or small, employee motivation and performance are the two main things needed in it. In some organizations, managers know the positive way to motivate their subordinates and employees that leads to better performance and higher productivity as well. (Koontz and Weihrich, 1989)

Threatening lower staff or employees may cause morale problems which lead to an increase in employee's turnover. Demotivating your employees or not recognizing their worth will make them think that the company does not care about them. So, managers have to take care of these matters by establishing a good relationship with the staff to improve their productivity.

SECURE WORKING ENVIRONMENT

In order to motivate employees or subordinates, a manager must know all the tactics to satisfy their workforce. According to Abraham Maslow, safety needs are a part of employees' lives. This can help them to stay for a long time in the organization. Lack of safety and security measures may lead the employees to lack motivation and productivity. If an employee feels less motivated, then there would be more chances of employee turnover. They may start searching for another better opportunity in the market. They will shift as soon as possible if they find a suitable job where their safety and security are not compromised.

There are many ways that will help in motivating the employees to increase their safety and security at the workplace:

- As soon as possible, when the employee joins the organization, they must be trained about the safety measures within the organization.
- After the training is provided, there must be a manual prepared for employees which contains the instructions that explain the different types of measures used in the organization. All employees and subordinates must be aware of the significant measures to be taken within the workplace.
- Monthly or weekly sessions on safety should be provided to the employees which contain instructions and measures to be kept in mind when there might be an important emergency.

Designing these types of measures motivates employees to work for the long term in that organization. They feel safe and secure within their working environment. This helps them to perform better and to work efficiently towards achieving the goals and targets of the company.

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