

Motivation Approaches

- Need-Based Models
- Process Models

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Need-Based Models

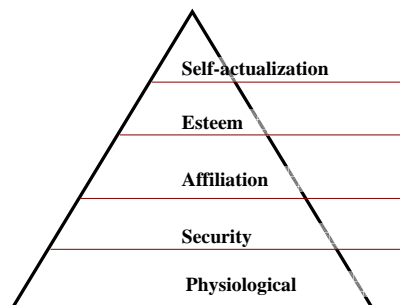
Maslow's Hierarchy of Needs

Herzberg's Two-Factor Model

Acquired-Needs Model

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Maslow's Hierarchy of Needs



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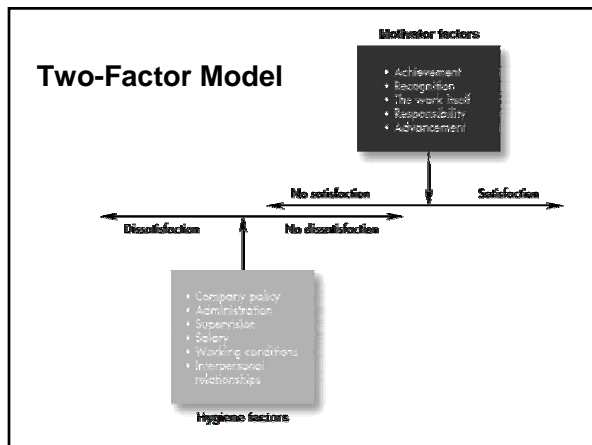
Need-Based Models

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Need-Based Models

Maslow's Hierarchy of Needs

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Acquired-Needs Model

- Need for Achievement
- Need for Power
- Need for Affiliation

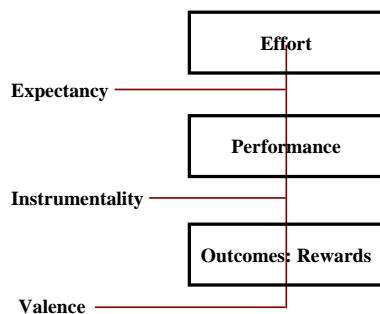
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Process-Based Models

- Expectancy Model
- Equity Model
- Goal Setting
- Reinforcement Theory

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Expectancy Model



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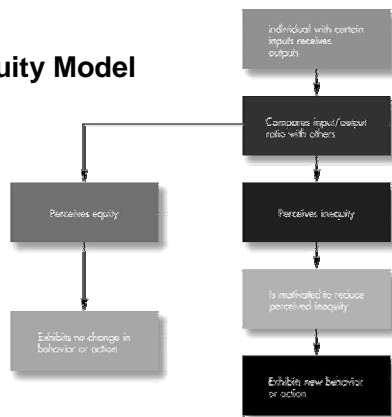
Process-Based Models



- Expectancy Model
- Equity Model
- Goal Setting
- Reinforcement Theory

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Equity Model



Process-Based Models of Motivation

- Expectancy Model
- Equity Model
- Goal Setting
- Reinforcement Theory

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Goal Setting

- **S** *pecific*
- **M** *easurable*
- **A** *chievable*
- **R** *esults oriented*
- **T** *ime related*

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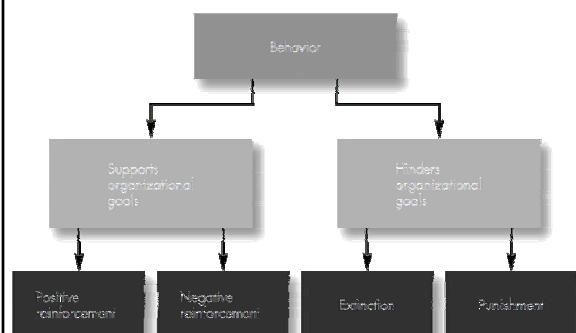
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Reinforcement Theory & Strategies



Reinforcement Theory

- **Interval** and *Ratio*
- **Fixed** and *Variable*
- **Fixed Interval** and *Fixed Ratio*
- **Variable Interval** and *Variable Ratio*

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Behavior Modification

- **Change or modify**
- **Reward high performance behavior**

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Contemporary Approaches

- **Participative management**
- **Money**
- **Employee ownership**
- **Rewarding team performance**

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Prescription for Greater Motivation

- **Tell people what you expect them to do.**
- **Make the work valuable.**
- **Make the work doable.**
- **Give feedback.**
- **Reward successful performance.**

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