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Definition

- The reason for people's actions.
- Desires, and needs.
- One's direction to behaviour.
- Cause to repeat a behaviour.
An individual is not motivated by another individual.

Motivation comes from within the individual.
Motivation

- Goals
- New
- Challenge
- Truth
- Determination
- Laughter
- Perseverance
- Freedom
- Tenacity
- Faithful
- Endurance

- Novel
- Tragedy
- Learning
- Anticipation
- Courage
- Hope
- Time
- Love
- Brain
Motivating Personalities

- Thomas Alwa Edison
- Mahatma Gandhi
- Swami Vivekanananda
- Abdul Kalam
- Sachin Tendulkar
- Many more...
Types of Motivations

- **Intrinsic**
  - The self desire to seek out new things and new challenges, to analyze one’s capacity.

- **Extrinsic**
  - The motivation that comes from influences outside of the individual.
Intrinsic Motivation Skills
Self Motivation
Extrinsic Motivation
Factors
Content Theories

- Maslow’s hierarchy of needs.
- Herzberg's two-factor theory
- Alderfer's ERG theory
- Self-determination theory
Herzberg's Two-factor Theory

- It is also called as the Motivator-Hygiene Theory.
- Hygiene Factors: pay, policies, benefits, working conditions, interpersonal relations and job security
- Motivational Factors: Recognition, achievements, responsibilities and growth opportunities.
Herzberg’s Two Factors

**Job Dissatisfaction**

- Influenced by *Hygiene Factors*
  - Working conditions
  - Coworker relations
  - Policies and rules
  - Supervisor quality
  - Base wage, salary

**Herzberg’s Two-Factor Principles**

- Improving the motivator factors increases job satisfaction
- Improving the hygiene factors decreases job dissatisfaction

**Job Satisfaction**

- Influenced by *Motivator Factors*
  - Achievement
  - Recognition
  - Responsibility
  - Work itself
  - Advancement
  - Personal growth
Alderfer's ERG theory
Self Determination Theory
Cognitive Theories

These theories define motivation in terms of how people think about situations.

- Goal-Setting Theory
- Expectancy Theory
Goal-Setting

S - Specific
M - Measurable
A - Attainable
R - Relevant
T - Time-Bound
Expectancy Theory

- The motivation of the behavior selection is determined by the desirability of the outcome.

- This theory is about mental processes regarding choices among alternative forms of voluntary activities.
*If you fail, never give up because F.A.I.L. means "First Attempt In Learning"
*End is not the end, in fact E.N.D. means "Effort Never Dies"
*If you get No as an answer, remember N.O. means "Next Opportunity"
So let's be positive

Dr. A.P.J. Abdul Kalam
Stay Motivated
Thank You