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What are the major theories of motivation

For as long as people have been working, other people have been trying to figure out how to motivate them to work better, faster, smarter. Today, motivational theories offer ideas of how to best motivate others and even motivate oneself. But the reason there’s not just one way of motivating people is that, of course, people aren’t robots and there is no sure-fire solution. That’s why any great leader will know more than one path to overcoming a lack of motivation in others. Everyone is motivated for different reasons. To truly motivate someone, find out what they want or need, then give them ways to achieve that. Food — you eat it every day, but why do you eat it? Because you’re hungry or because you need fuel or because you’re bored or because it looks so tasty? There’s no one answer to why humans consume food, even though the most basic reason is “we need to”, because it’s the 21st century and humans don’t have to kill, or even cook, their food anymore: phone up and get delivery. The problem with motivation is it’s never black and white, and it’s not one-size-fits-all. It’s like they say: You can lead a horse to water but you can’t make him drink. So it is also with humans. Just because humans need to eat to survive doesn’t mean it’s the motivation behind what humans eat, where they eat it or why they’re eating that. Motivation theorists try to understand what drives people to perform, but some folks are driven to climb mountains while others just want to paint their hutch on Sunday while they listen to NPR. Leaders, though, realize that victory is ultimately about the people they can motivate rather than those they can’t. Action + reward = incentive theory, in practice. For example, sales commission is a slave to the incentive theory because if an employee sells more cars that month, they know they’ll take home more money — so the result, in theory, is that they’ll sell more cars and more revenue is generated for the company. Other, less tangible incentives work too — like the promise of praise when completing a task, or the buzz high one gets as a reward for a great workout. The problem with incentive theory, though, is work shouldn’t always need to reward an employee with incentives, because, really, isn’t that what the paycheck is for? Finding a happy balance between incentives and simple good work ethic is a challenge both in theory and for the accounting books. Dopamine and endorphins are neurotransmitters that get triggered like a light switching on when humans get excited or anticipatory about things happening. Consider the rush of landing an important client, winning a big case or succeeding in getting the green light for a hard-fought project — all these achievements come with the thrill of arousal, those endorphins and dopamine triggers firing like mad. But what gets a person aroused physiologically and mentally isn’t a universal experience, so while one employee might be totally ready to go at the thought of doing a month’s overtime to land a major client, another guy might be horrified by the same project because he’s a family man first. Just landing the major client might be motivation enough for Employee “A,” whereas promising the family man a month of long weekends as a reward could drive him to incredible heights. At times it feels like society is going two ways. “Super cities” like Istanbul, Hong Kong, New York and Los Angeles are sprawling metropolises as society gets much more urban in a less agricultural, more corporate world. But, on the flip side, remote work is technologically possible. With remote work comes an even greater motivational challenge: how to keep people productive, and to trust in their productivity, while they work solo in far-flung locales around the world. Money is certainly a powerful motivator, but it’s hardly the only incentive that will inspire your staff to do good work. Financial rewards may be an obvious important way to attract and keep workers, but if their work is grueling and meaningless, they can end up hating their jobs and staying only for the money. Financial and nonfinancial motivation theories explore the effectiveness of different types of reward systems for encouraging employee retention and quality work. Pay scale. Working for a paycheck is a well-worn cliché, but it’s also entirely true that many people would rather be sitting on the beach, sleeping, visiting with their families or doing just about anything rather than working. Wages and salaries are what get people to come to work. Paying people fairly isn’t just a practical necessity, it’s also a sign of respect, especially if it’s obvious that your company is making plenty of money. Benefits. As with monetary pay, employees need benefits such as health care and sick time for practical reasons. In addition, your business is more likely to thrive if its workers are healthy and don’t expose customers to communicable diseases. Providing benefits also communicates to your employees that they are valued and that your business cares about them as human beings. Commissions and bonuses. This financial reward strategy links compensation above a base amount to performance. Employees may earn a percentage of sales or may receive a flat amount once a milestone is achieved. Financial motivation theory assumes that the promise of greater financial return will encourage staff to work harder. Profit sharing and stock options. These approaches give employees a real stake in contributing to a more successful company. Unlike commissions and bonuses, which may be tied to individual performance or metrics that reflect output but not necessarily the company’s bottom line, profit sharing and stock options motivate your employees to work together as a team. Company culture. Full-time employees spend a significant portion of their waking hours at work. If your business has a strong and inclusive culture along with an enjoyable work environment, many will choose to stay even if they could earn more money elsewhere. It takes genuine engagement and authenticity to build the kind of company culture that inspires this kind of loyalty. Learning opportunities. Ongoing learning makes work interesting. It makes the day go by faster, and it helps employees to feel that they are growing personally during the hours that they are also earning a living. Advancement opportunities. A job with a clear path forward toward career investment is more likely to motivate an employee than a dead-end job with endless repetitive work. Your employees will be more engaged if they see opportunities to move up within the company than if they see you always recruiting outside managers. Job security. Whether or not your employees plan to stay with your business for their entire working lives, they appreciate knowing that their positions are stable, and you’re unlikely to fire them frivolously or lay them off as soon as cash flow gets tight. The American psychologist Abraham Maslow developed a theory of human motivation that effectively explains the difference between financial and nonfinancial rewards. Maslow developed a pyramid explanation of human needs, with basic physical needs such as food and shelter at the top and needing to be met first and higher-level needs such as creativity and self-actualization coming later once the primal needs are met. There is no question that financial incentives motivate workers at the most basic level of coming to work and earning enough to support themselves and their families. However, when it comes to financial perks, one job is essentially the same as any other as long as they offer the same pay and benefits. Nonfinancial rewards are what distinguish one job from another, inspiring a higher level of loyalty and creativity. what are the 3 major theories of motivation. what are the three major theories of motivation. what are the major dimensions of behaviorist and cognitive theories of motivation. what are the three major theories of motivation in management. what are the major content theories of motivation. what are the 5 major theories of motivation. what are the main theories of motivation

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