

2.2 Motivation

Name: _____ Class: _____ Date: _____

Total: 29 marks

KEY WORDS motivation 激励 • job enrichment 工作丰富化 • commission 佣金
• empowerment 授权 • performance-related pay 绩效工资

Objective

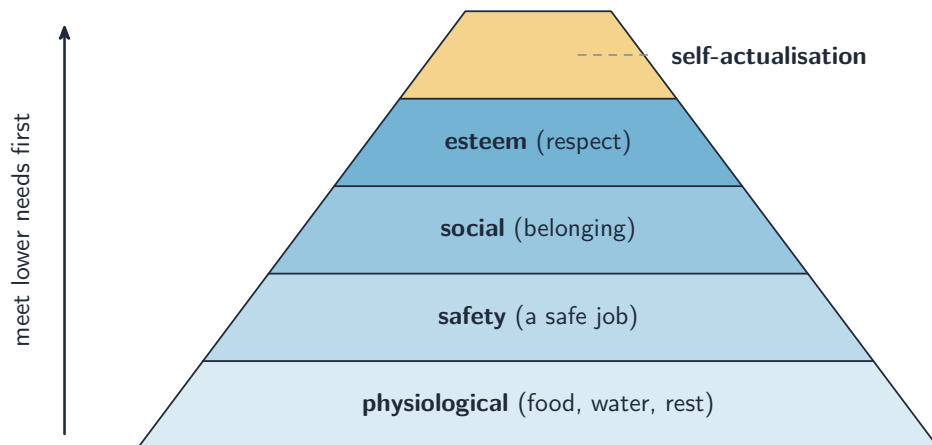
Build the skills to answer exam questions on **motivation** 激励 — the main **theories** 理论 (Taylor, Mayo, Maslow, Herzberg) and the **financial** 经济激励 and **non-financial** 非经济激励 ways to motivate staff.

You must be able to:

- explain why motivation matters to a business
- outline Taylor, Maslow and Herzberg and apply them
- analyse and evaluate financial versus non-financial motivators

1 Worked examples

■ Theories and methods



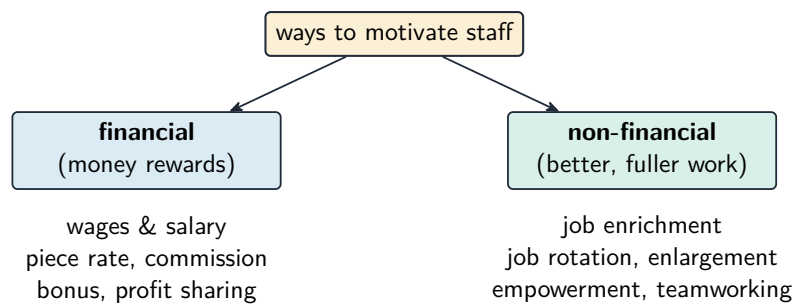
Maslow: lower needs (pay, safety) are met before higher needs (esteem, self-actualisation)

- **Taylor:** money motivates → pay per unit (**piece rate**). **Mayo:** attention and teamwork motivate.
- **Herzberg:** **hygiene factors** (pay, conditions) only *stop unhappiness*; **motivators** (achievement, recognition) give real motivation.



Herzberg's two factors: hygiene (pay, conditions) vs motivators (achievement, responsibility)

- **Financial:** wages, piece rate, commission, bonus, profit-sharing. **Non-financial:** job enrichment, rotation, empowerment, teamworking.



Financial motivators (wages, bonus) vs non-financial (job enrichment, teamworking)

Answer shapes: an **Evaluate** [12] on motivation should compare financial **and** non-financial methods, then judge *for this firm and its workers*.

2 Practice

2.1 Define the term *motivation*. [2]

2.2 State two **financial** motivators. [2]

2.3 State what Herzberg meant by a *hygiene factor*. [2]

3 Exam-style questions

3.1 Explain one benefit to a business of having a well-motivated workforce. [3]

3.2 Analyse two non-financial methods a business could use to motivate its staff. [8]

[12]