

2 Motivating workers – Part 1

Name: _____ Class: _____ Date: _____

Vocabulary

Write each word three times.

English

Write it 3 times (English)

Motivation

staff turnover

Maslow

pay

Recall

Motivation is what makes workers want to work hard. Motivated workers are more productive.

New ideas

Read these first, then do the Practice.

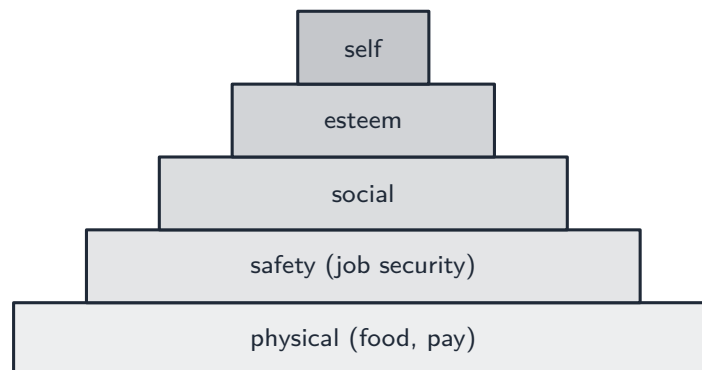
■ 1 Why motivation matters



Motivated workers also stay longer (lower **staff turnover**) and produce better quality.

■ 2 Maslow's needs

Maslow said people have a ladder of needs, from basic to higher:



A business can motivate workers by meeting these needs (e.g. fair **pay**, job security, praise).

Watch out: motivated workers give a business higher output, better quality and lower **staff turnover**. Workers can be motivated by money (pay, bonus, piece-rate) *or* without money (praise, promotion, responsibility).

Practice

Try these in order.

2.1 What is *motivation*? [1]

2.2 Give one benefit to a business of having motivated workers. [1]

2.3 What is at the bottom of Maslow's pyramid? [1]

2.4 Give one way a business can motivate workers with money. [1]

2.5 Give one way to motivate workers **without** money. [1]

2.6 Challenge. A factory has high staff turnover and poor-quality work. Suggest one **financial** and one **non-financial** way to motivate its workers, and explain how each helps. [3]