

2.1 Motivating employees

Name: _____ Class: _____ Date: _____

Total: 20 marks

KEY WORDS employees 员工 • motivation 激励 • job rotation 工作轮换 • wage 工资
• job enrichment 工作丰富化

Objective

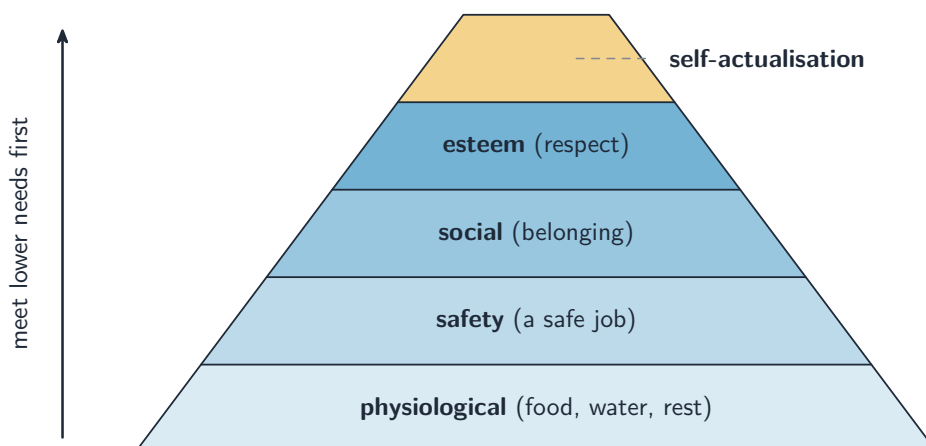
Build the skills to answer exam questions on **motivating employees** 激励员工 — why motivation matters, the theories (**Taylor**, **Maslow**, **Herzberg** 泰勒、马斯洛、赫茨伯格), and **financial and non-financial** 经济与非经济 methods of motivation.

You must be able to:

- explain the benefits of a motivated workforce
- outline Taylor, Maslow and Herzberg
- compare financial and non-financial methods of motivation

1 Worked examples

■ Motivating workers



Motivated workers are more productive and leave less often

- **Benefits:** higher **productivity** 生产率, lower **absenteeism** 缺勤, lower **labour turnover** 员工流动率.
- **Taylor:** pay motivates (piece rate). **Maslow:** a **hierarchy of needs** 需求层次. **Herzberg:** **hygiene factors** 保健因素 vs **motivators** 激励因素.
- **Financial:** wage, **piece rate** 计件工资, **commission** 佣金, **bonus** 奖金. **Non-**

financial: job enrichment 工作丰富化, **job rotation** 工作轮换, teamworking, promotion.

Answer shapes: K + App + An + Ev (a justified judgement, for “do you think” questions).

2 Practice

2.1 Define the term *motivation*. [2]

2.2 Identify two benefits to a business of a well-motivated workforce. [2]

2.3 State the difference between a *financial* and a *non-financial* method of motivation. [2]

3 Exam-style questions

3.1 Identify two financial methods of motivation. [2]

3.2 Explain two non-financial methods a business could use to motivate workers. [6]

3.3 Do you think paying workers more is the best way to motivate them? Justify your answer. [6]
