

MOTIVATION

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Thursday, June 10, 2021

- We all seek different goals, some more vigorously than others.
- The same goal may be pursued for different reasons.
- Our behavior is driven and pulled towards goals.
- These driving and pulling forces which results in persistent behavior directed towards particular goals is called “motivation”.

WHAT IS MOTIVATION?

- Motivation is a Latin word, which means to move.
- It is the willingness of an individual to respond to organizational requirements.

Koontz O'Donnell defines it as “ a general term applying to the entire class of drives, desires, needs wishes & similar forces that induce an individual or a group of people at work.”

WHAT IS MOTIVATION?

- It can also be defined as “a willingness to expend energy to achieve a goal or a reward.
- It is a force that activates dormant energies & sets in motion the action of people.
- It is the function that kindles a burning passion for action among the human beings of an organization.”

- Performance = Ability x Motivation
- It is a process which starts with a physiological or psychological deficiency or **need** that activates or a **drive** that is aimed at a goal or **incentive**.

Needs: are created when there is a deprivation or deficiency. Here, a physiological or psychological imbalance exists.

- **Drives** : Drives are deficiencies with direction. They are action oriented & provide a thrust towards achieving an incentive or goal.
- **Incentive or goal**: Attaining an incentive will restore the balance. After achieving the goal, needs & drives will be reduced.

- **Motives** cannot be observed directly and are in fact inferred by us after we have observed people working towards certain goals.
- Motives are powerful tools for the explanation of behavior and allow us to make predictions about future behavior.

NATURE / CHARACTERISTICS OF MOTIVATION

1. Unending process: human wants keep changing & increasing.
2. A psychological concept: deals with the human mind.
3. Whole individual is motivated: as it is based on psychology of the individual.

4. Motivation may be financial or non-financial: Financial includes increasing wages, allowance, bonus, perquisites etc.

5. Motivation can be positive or negative: positive motivation means use of incentives - financial or non-financial. Egs. of positive motivation: confirmation, pay rise, praise etc. Negative motivation means emphasizing penalties. It is based on force of fear. Eg. demotion, termination.

6. Extrinsic motivation is available only after completion of the job. Eg. increase in wages, rest periods, holidays etc.

7. Intrinsic motivation is available at the time of performance of a job. Eg. praise, recognition, delegation of authority & responsibility.

TYPES OF MOTIVATION

1. Biological Motivation
2. Sexual Motivation
3. Social Motivation
4. Self-actualization Motivation

BIOLOGICAL MOTIVATION

- The biological motives are rooted in the physiological state of the body.
- There are many such motives including hunger, thirst, a desire of sex, temperature regulation, sleep, pain-avoidance and a need for oxygen.
- The body tends to maintain a state of equilibrium called homeostasis.

SEXUAL MOTIVATION

- It depends to a large degree on sex hormones.
- These hormones organize the brain and body of developing human so that they have male or female characteristics.

SOCIAL MOTIVATION

- **Social motives such as the need for achievement, need for power and human aggression are learned motives that involve other people.**
- **In these motives the goals are to influence, control, persuade, lead, charm others and enhance one's own reputation in the eyes of other people.**

SELF ACTUALIZATION MOTIVATION

Abraham Maslow, an American psychologist, viewed the motivation of human beings as arising from levels of hierarchy of needs.

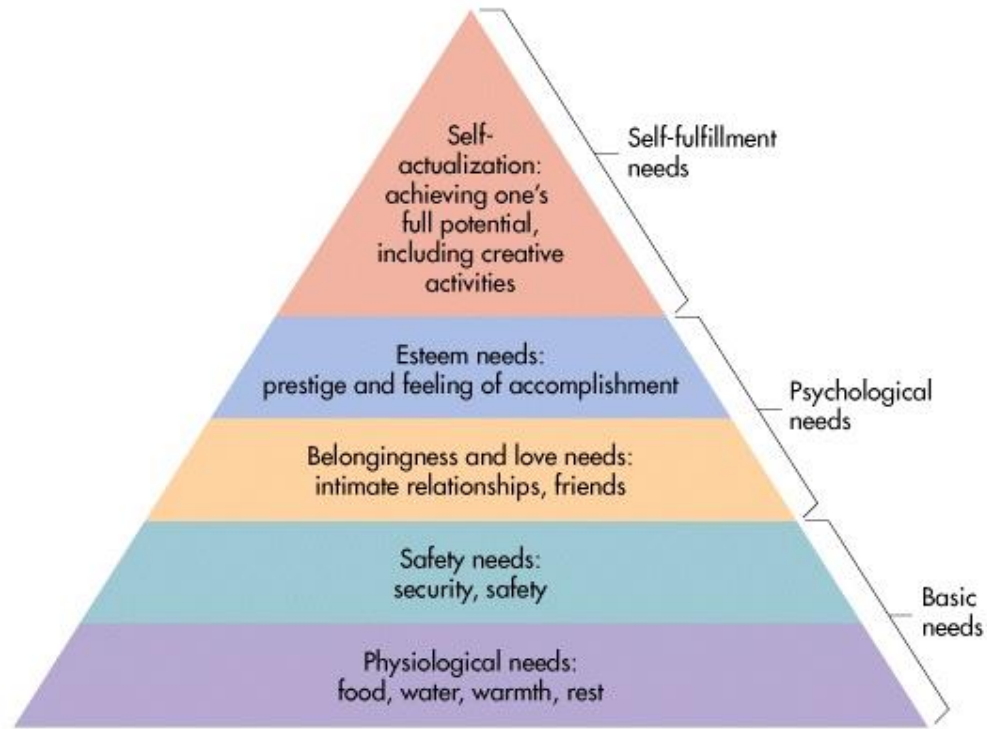
According to him, each one of us is a 'wanting' being.

His basic assumptions were:

1. All human needs cannot be satisfied, because, if one need is satisfied, another arises.
2. A satisfied need does not motivate behaviour. eg. need for food motivates only till one gets food.

3. Some needs are innate (natural / inherent) eg. the need for food & water; while some are acquired from social experiences eg. need for social esteem.
4. Human beings attempt to satisfy their needs in a specific order, based on hierarchy.

MASLOW'S HIERARCHY OF NEEDS



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Maslow explained each level of hierarchy as follows:

1. Physiological needs:

These are necessary to sustain life. They include food, water, clothing, shelter.

- These needs have the highest potency for motivation.
- The order in which these are listed are important since the physiological needs must be satisfied before any of the others can be met.

2. Safety needs:

When physiological needs are reasonably satisfied, safety needs begin to manifest themselves.

- These needs include protection from physical dangers, such as fire or accident.
- Economic security, security of income against contingencies such as sickness, injury, non-hostile working atmosphere are also safety needs.

3. Belongingness and love needs (Social needs):

When physiological & safety needs are reasonably satisfied, social needs become important motivators.

- Man is a social being & wants to receive & give acceptance, friendship & affection.**
- He feels the need for belonging, for being an accepted member of a formal or an informal group.**

4. Esteem needs:

When the first three needs are essentially satisfied, esteem needs become dominant.

- The person must feel important & must also receive recognition from others, as that recognition supports the feelings of personal worth.
- Thus feelings of self-esteem, self-confidence, prestige & power are produced which are related to enhancing competence, knowledge & achievement.

5. Self actualization needs:

At the summit of the hierarchy is the need to realize one's potentialities so as to satisfy what Maslow referred to as 'the desire to become everything that one is capable of becoming.'

- Thus the person becomes interested in self-fulfillment, self-development, & creativity in the broadest sense of the term.

- **Self actualization refers to an individual's need to do what he or she is capable of doing.**
- **Self actualizers are people who make the fullest use of their capabilities, and are able to realize their full potential.**

MASLOW'S HIERARCHY OF NEEDS IN HOSPITAL SETTING

- A comprehensive health care plan should not only focus on the management of the disease but also make an attempt to facilitate the patient's upwards ascent on the hierarchy of needs.
- While the provision of food, drugs, bedding, and a comfortable ward setting by the paramedics, the hospital administrators should provide the second layer of needs, i.e. security.

- **The nursing staff provide for a surrogate environment that looks after the needs of belongingness and to provide an environment of unconditioned regard and respect, so that patient does not feel abandoned as regards this third layer of needs.**
- **A healthy, ethical, dynamic, horizontal model of doctor-patient relationship based on mutual participation, informed consent and decision making, that is alive and sensitive to the psychological reactions, can greatly enhance self esteem of the patient.**

- **An ideal health system caters for social and occupational rehabilitation of patients during the hospitalization as well as following discharge.**
- **Adding psychological and spiritual dimensions to the care plan can greatly enhance the process of self actualization further.**

A PROFILE OF A SELF ACTUALIZER

- **Efficient perceptions of reality:** most of Maslow's subjects could judge situations correctly and honestly.
- **Comfortable acceptance of self, others and nature:** Self-actualizers were able to accept their own shortcomings as well as that of others.
- **Spontaneity:** Maslow's subjects extended their creativity into everyday activities. They tended to be unusually alive, engaged and spontaneous.

- **Task-centering:** Most subjects had a mission in life outside of themselves which they vigorously pursued.
- **Autonomy:** subjects were free dependence on external authority and tended to be resourceful and independent.
- **Fellowship with humanity:** they felt deep identification with others and the human situation in general.

- **Profound interpersonal relationship**
- **Non-hostile sense of humor.**
- **Peak experiences: all of Maslow's subjects reported the frequent occurrence of peak experiences. These were marked by feelings of ecstasy, harmony and deep meaning.**

Thank
you

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