

Motivation Leads To Productivity

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Abstract— Motivation initiates and guides human behaviors. It is important in almost every aspect of human behavior. It also influence your decision making process. Motivation and productivity are interrelated. If you want to achieve your goal you need to motivate yourself. Productivity usually measures how efficiently production inputs, like labor and capital, are being used in an economy to produce a given level of output. For any business productivity plays an important role. To achieve better output you need to motivate your manpower. The aim of this article is to discuss about how motivation plays an important role to make your business productive.

Keywords— Motivate; manpower; business; behavior; performance; satisfaction; job.

Introduction

Motivations are the process of stimulating human being and accomplish the goals. One of the most important functions of management is to create willingness amongst the employees to perform in the best of their abilities. The performance can be enhanced through job satisfaction. Therefore, job satisfaction plays an important role to achieve business goal and objectives. To make your business productive your manpower must be satisfied. Employees are the main resources for organizations and business activities. However, that human needs and preferences will not be the same among each other's, one set of motivation package designed for an individual or groups may not turn up a same effect on others.^[1]

Herzberg's two-factor theory

Frederick Herzberg's well known Two-Factor Theory was designed in year 1959. This theory based on two hundred engineers and accountant feedback collected in the USA regarding their

personal feelings towards their working environments. This theory refers two sets of factors in deciding employees working attitudes and level of performance, named Motivation & Hygiene Factors. Motivation Factors are Intrinsic Factors that will increase employees' job satisfaction while Hygiene Factors are Extrinsic Factors to prevent any employees' dissatisfaction. Hygiene factors and Motivation factors both are important to achieve job satisfaction. In order to increase employees' performance or productivity, Motivation factors must be addressed.^[2]

The hygiene factors symbolized the physiological needs which the individuals wanted and expected to be fulfilled. Hygiene factors such as salary, administrative policies, fringe benefits, physical working conditions, interpersonal relations and job security avoid employee dissatisfaction. The motivational factors yield positive satisfaction. These factors are called satisfiers. Recognition, sense of achievement, growth and promotional opportunities and responsibility

motivate the employees for a superior performance. These are factors involved in performing the job. This theory refers that Intrinsic and Extrinsic Factors are interdependence to each other. ^[3]

Reward and motivation

It has been observed that reward motivates employees and indirectly enhances productivity. Proper reward can satisfy the employee and it increases the level of performance. However, rewarding process is going to motivate manpower or employees to work dedicatedly. Dedicated and loyal employees are the source of better outcomes. For business development reward plays an important role to motivate workers. Extrinsic rewards can sometimes undermine intrinsic motivation when people are engaged in an interesting task. ^[4] Rewards are effective in motivating human resource and enhancing productivity when a task is intrinsically interesting.

Competition and motivation

In our society, competition plays very common role to motivate people. In our school days our parents used to compare with our friends to motivate us and to increase our level of performance. This strategy is also introduced in our work field. Management are introducing competition to motivate manpower. Comparing is becoming a source of performance growth. When we are placed in competitive situations, we can clearly feel that our motivation is altered. In some cases competition fails to motivate working personnel. Introducing competition enhances productivity and leads business growth. ^[5]

Sometimes excessive competitions are harming our inner peace and mental health.

Conclusion

In sum, motivation plays an important role for business development and increasing productivity. But at the same time, we need a comprehensive picture of how different types of motivation fit and function together and lead productivity.

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