

Strategies For Managing Change

- Home
- Personal & Corporate Training**
- Self Study Series
- E-Book Packages
- Tools & Training
- Free Courses & Resources**
- Free Guide
- 8 Free lessons
- Articles & Comments
- Insights
- On-Site Themes**
- 1. Starting**
- Overview
- Definition
- Workplace
- Starting
- Assistance
- 2. Leadership**
- Leadership
- Theory
- Inspire
- Motivate
- MBTI
- 3. Practise**
- Strategy
- Models
- Readiness
- Method
- Mergers

Starting the change process?

Want to avoid the 70% failure rate?

Receive a **FREE** report and an Ezine packed full of vital information on key points you need in starting the change process

"an excellent roadmap ...a comprehensive overview of practical strategies to effectively implement a change initiative..."

First Name:

Last Name:

We respect your [email privacy](#)


Your PRIMARY Email Address:

YES! Download it NOW!

Powered by [AWeber email marketing](#)



Site Updates

 [Subscribe in a reader](#)

Search

Google Custom Site Search

my **Linked in** profile

[Overview of Key Theories of Motivation](#)

Is your organisation overwhelmed by change?

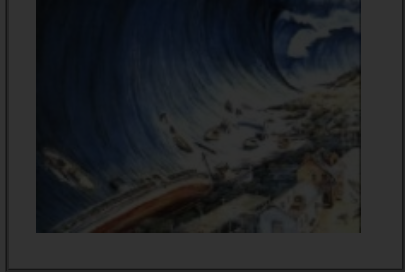
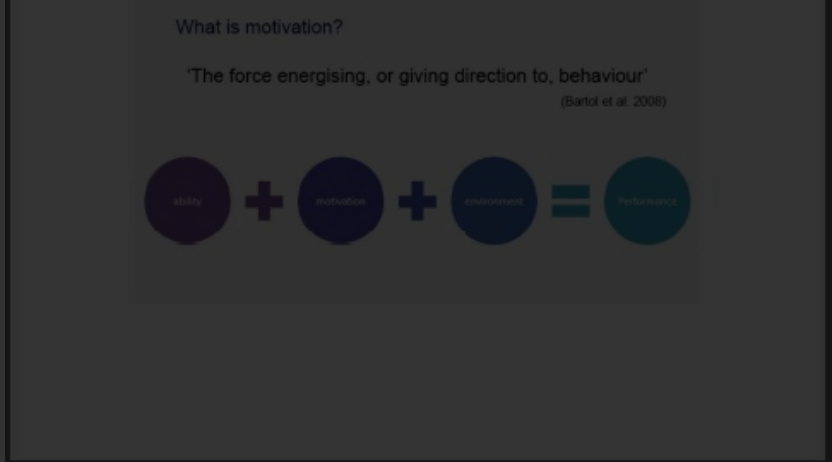
- Projects
- Resistance
- Discussion
- Tao
- 4. Process**
- Six Sigma
- Lean
- Process Mapping
- Quality
- 5. Self Improve**
- Personal Change
- Resources
- 6. About Me**
- About Me
- My Services
- Contact Me
- 7. Misc**
- Site Map
- Donate
- Affiliate Program
- Legal

? Subscribe To This Site

 [RSS](#)

 [Follow](#)

 [MY YAHOO!](#)



(1) Content theories of motivation

Maslow's hierarchy of needs

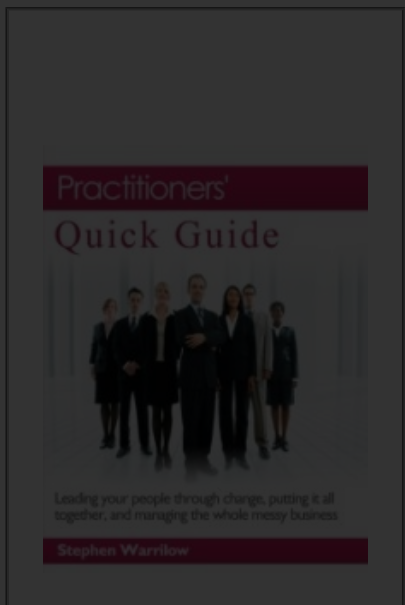
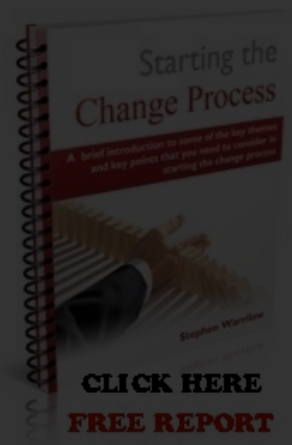
Abraham Maslow's theory is one of the most widely discussed motivation theories. The theory can be summarized as follows:

Human beings have wants and desires which influence their behavior. Only unsatisfied needs influence behavior, satisfied needs do not.

Since needs are many, they are arranged in order of importance, from the basic to the complex.

The person advances to the next level of needs only after the lower level need is at least minimally satisfied.

The further the progress up the hierarchy, the more individuality, humanness and psychological health a person will



show.

The needs, listed from basic (lowest-earliest) to most complex (highest-latest) are as follows:

1. Physiology
2. Safety
3. Belongingness
4. Self-esteem
5. Self actualization

Frederick Herzberg's two-factor theory

This is another of the well known motivation theories [it is also known as intrinsic/extrinsic motivation] and concludes that certain factors in the workplace result in job satisfaction, but if absent, lead to dissatisfaction.

The factors that motivate people can change over their lifetime, but "respect for me as a person" is one of the top motivating factors at any stage of life.

He distinguished between:

Motivators(e.g. challenging work, recognition, responsibility) which give positive satisfaction, and

Hygiene factors (e.g. status, job security, salary and fringe benefits) that do not motivate if present, but, if absent, result in demotivation.

The name Hygiene factors is used because, like hygiene, the presence will not make you healthier, but absence can cause health deterioration.

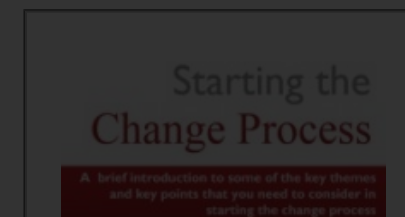
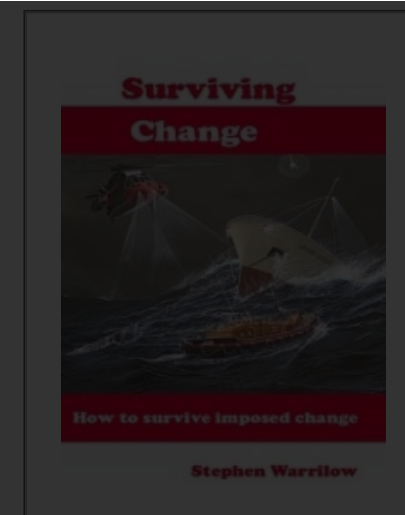
The theory is sometimes called the "Motivator-Hygiene Theory" and/or "The Dual Structure Theory."

Herzberg's theory has found application in such occupational fields as information systems and in studies of user satisfaction and as such is regarded as one of the mainstream motivation theories.

Alderfer's ERG Theory

Clayton Alderfer developed and simplified Maslow's Hierarchy into a shorter set of three needs: Existence, Relatedness and Growth ['ERG'].

However, unlike Maslow, he saw these as a continuum rather than a hierarchy.



Existence

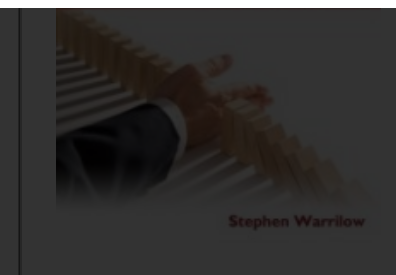
At the basic level is the need to stay alive and safe, now and in the foreseeable future. This includes Maslow's physiological and safety needs.

Relatedness

When we feel safe and secure, we deal with our social needs and are now interested in relationships with other people and our status from which we derive a sense of identity and position within our immediate society. This includes Maslow's love/belonging and esteem needs.

Growth

Ultimately we seek growth and self creative expression both for ourselves and for our environment. When we are successfully growing, we feel a sense of wholeness, achievement and fulfilment. This includes Maslow's self-actualization and transcendence.



David McClelland's Acquired Needs Theory

This theory [also known as the Three-Need Theory or Learned Need Theory] states that needs are formulated over time by our experiences. We will tend to have one of these needs that affects us more powerfully than others and thus affects our behaviors, and they fall into three general categories of needs:

(1) Achievement

Achievers seek to excel and appreciate frequent recognition of how well they are doing. They will avoid low risk activities that have no chance of gain. They also will avoid high risks where there is a significant chance of failure.

(2) Affiliation

Affiliation seekers look for harmonious relationships with other people. They will thus tend to conform and shy away from standing out. They seek approval rather than recognition.

(3) Power

Power seekers want power either to control other people (for their own goals) or to achieve higher goals (for the greater good). They seek neither recognition nor approval from others -- only agreement and compliance.

(2) Process motivation theories

[Process motivation theories](#) define motivation in terms of a rational cognitive process.

[Adam's Equity Theory](#)

In summary this theory is about a balance between give and take thus people prefer it when the give and take are about equal in a relationship.

[Vroom's Expectancy Theory](#)

In summary this theory is about how we create expectations about future events and asses their value and then assess our liklihood of achieving those expectations

**A brief introduction to some of the key themes
Click and key points that you need to consider in
HERE for FREE report starting the change process**



[SAVE this WEB-PAGE as PDF for File or Print](#)

Further Resources

[Books on Motivation](#)

[Motivation in the workplace - People are motivated when they are inspired](#)

[Maslow's hierarchy of needs - A paradigm shift](#)

[ERG Theory - Practical application to leading change](#)

[Herzberg Motivation Theory - Satisfied and motivated](#)

[Acquired Needs Theory - Goal seeking achievers](#)

[Process theories of motivation - Personal needs drive behaviour](#)

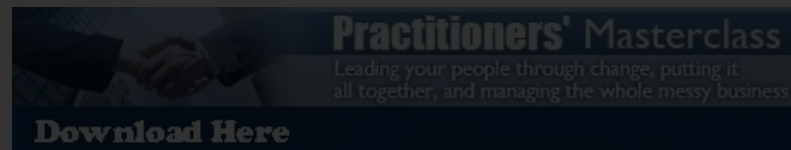
[Employee motivation techniques - How to achieve peak performance](#)

[Myers Briggs Personality Types - Why so important](#)

[Inspirational motivation - How to inspire your people in tough times](#)

Putting all this into practise

- **EZINE** - [Understanding change management](#)
 - **Discussion & Feedback** - [How to manage change in practise](#)
 - **FREE Consultation** - ["Ask The Change Management Expert"](#)
 - **Resources** - [Practical support - for change management](#)
-

A banner for the Practitioners' Masterclass. It features a dark background with a faint image of two hands shaking. The text is white and yellow. The main title is 'Practitioners' Masterclass' in a large, bold font. Below it is a subtitle: 'Leading your people through change, putting it all together, and managing the whole messy business'. At the bottom left, there is a yellow button with the text 'Download Here' in black.

Practitioners' Masterclass
Leading your people through change, putting it
all together, and managing the whole messy business
Download Here

[8 FREE Introductory Lessons from Practitioners Masterclass - HERE](#)

[Change is a messy business fraught with complexity](#), multiple factors and

many things that can, and usually do, go wrong. There are 3 broad areas that need to be included in any successful change initiative, namely:

- Leadership that directly addresses the transitions and emotional dimension of those impacted by the change, and provides inspirational motivation
- A change model and methodology that covers the multiple factors that must be addressed
- Action management that shows and assists people with the specifics of exactly what is required of them

These are addressed in the "Practitioners Masterclass" which takes a holistic view of the key areas and shows you how to put all this into practise.

And all of this is examined, co-related and integrated with the other key areas leading your people through change, putting it all together and managing the whole messy business.

To equip yourself, stay one step ahead with the tools and processes that will enable you to manage the messy stuff - check out the [Practitioners' Masterclass](#) [or click on the image to the right].



[DOWNLOAD HERE](#)

[8 FREE Introductory Lessons from Practitioners Masterclass - HERE](#)

**How to lead your people through
change and manage the whole messy
business?**

Receive **8 FREE Introductory Lessons** from
the Practitioners Masterclass

Add your details below

[This site is totally Anti - Spam](#)

First Name:

Last Name:

We respect your [email privacy](#)

Email Address

[Add me to your list](#)

Powered by [A Weber email marketing](#)

[Return to "Define Motivation"](#)

[Home Page](#)

[Forward to a Friend »](#)

[FOLLOW ME ON twitter](#)

Share this page:

[What's this?](#)



Facebook



Twitter

[Enjoy this page? Here's the link to add it to your own page](#)

All Content Protected - Copyscape Online Plagiarism Scanner
© Copyright 2009 - 2017 Stephen Warrilow

