

## Part 4: Leading

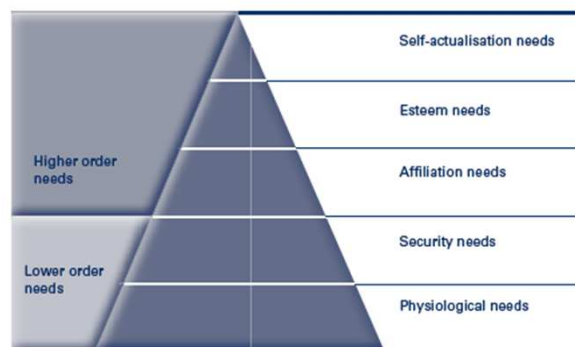
### Chapter 14: motivation

- Introduction
- The motivation process
- The classification of motivation theories

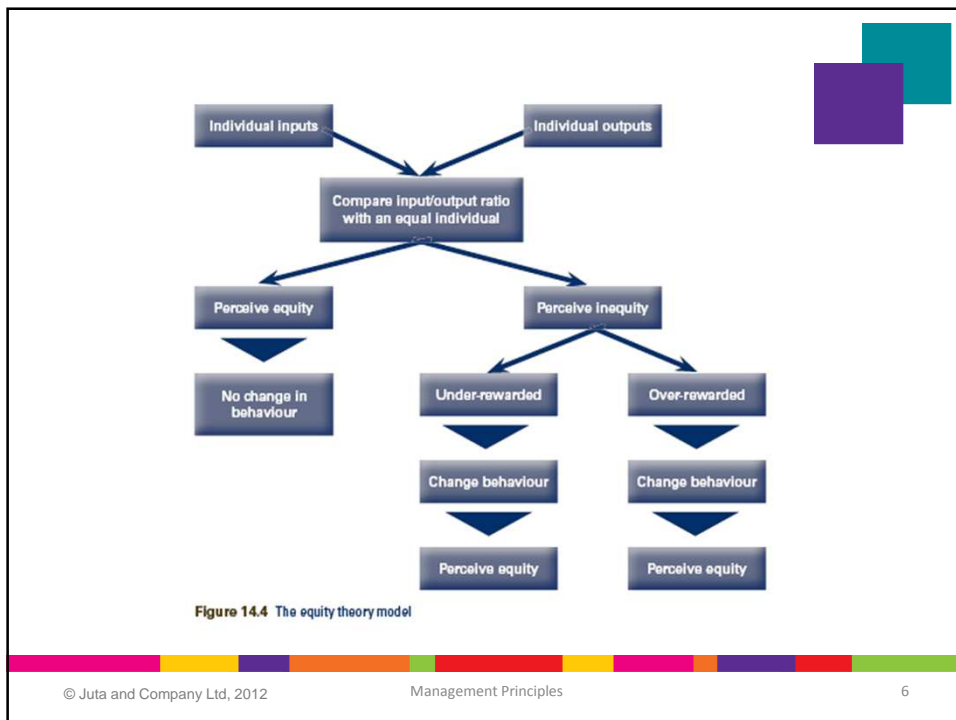
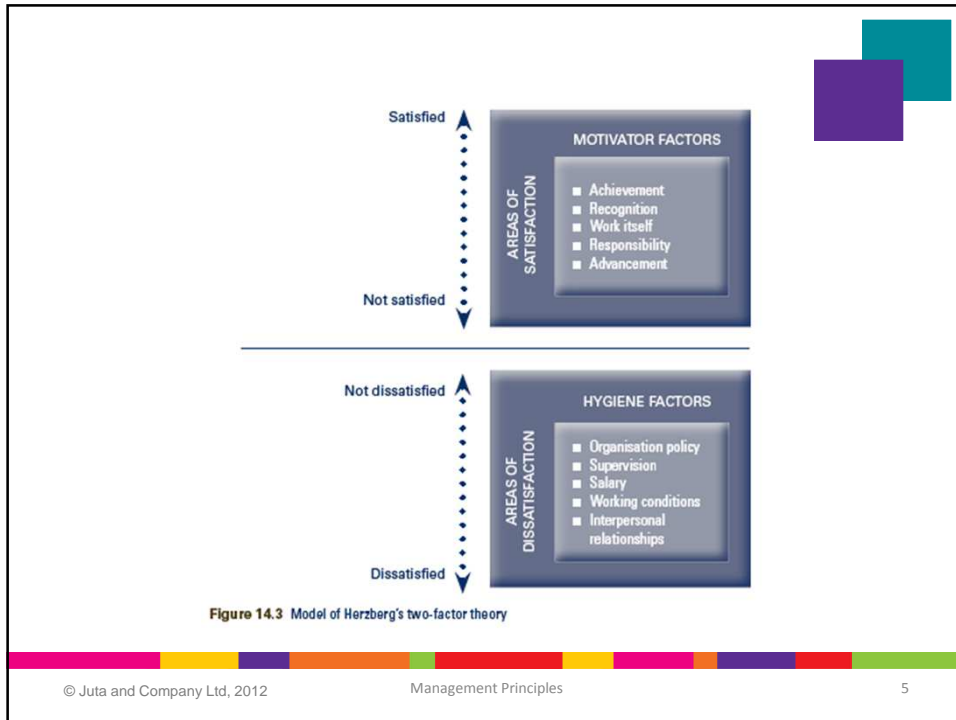


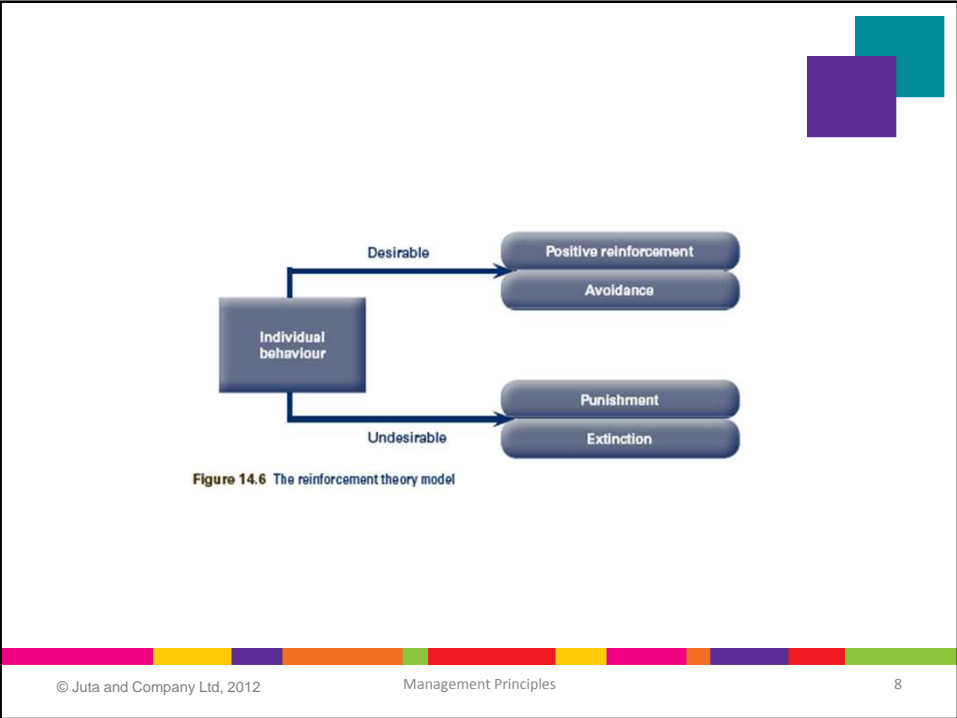
Figure 14.1 The motivation process

- Content theories
  - Maslow's hierarchy of needs
  - Herzberg's two-factor motivation theory
  - Acquired needs model
- Process theories
  - The equity theory of motivation
  - The expectancy theory of motivation
  - The reinforcement theory of motivation



**Figure 14.2** Maslow's hierarchy of needs model





- Money as a motivator
- Designing jobs that motivate
  - Job enlargement
  - Job enrichment
  - The job characteristics model
- Summary

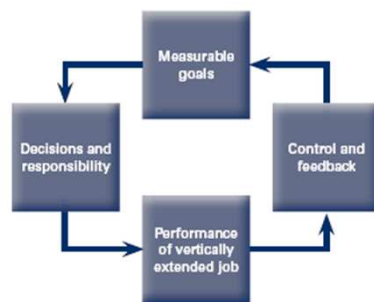


Figure 14.7 Job enrichment

