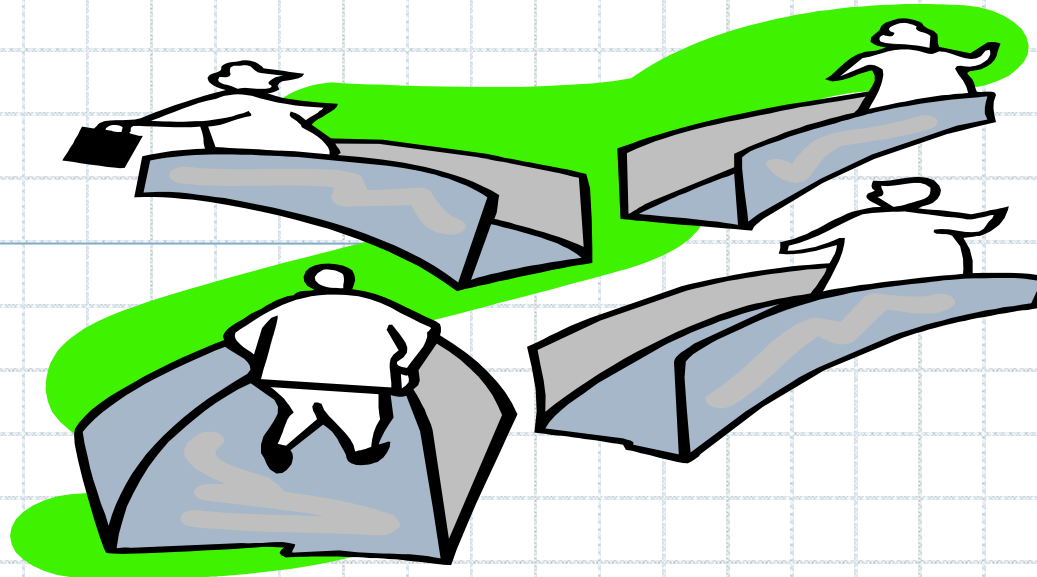


Welcome to Achievement Motivation Theory



Developing Trainer Competencies on Achievement Motivation

By Deepak Bharara

Motivation

Basic Principal of Motivation

Motivation is the key to unlock human potential

- ◆ You cannot motivate others
- ◆ All people are motivated
- ◆ People do things for their reason & not yours

You cant motivate people but you can create an environment /personal climate whereby people get motivated

Motivation

We as a Trainer/Facilitators strongly believe in two premises:

- ◆ Most people are good people and can do better
- ◆ Most people already know what to do

So why aren't they doing it. What is **missing is **Lack of Motivation****

Motivation

How to kill Motivation

- ◆ Have little personal/eye contacts
- ◆ Get and keep people in a passive mood
- ◆ Never use examples - Tell what to do and not how to do
- ◆ Be quick to criticize in public and praise in private
- ◆ Make people feel stupid for asking questions
- ◆ Lack of direction/ measurable objective/ priorities

Some time removal of De-motivating factor sparks motivation

**Do you believe, you change attitudes to change behavior or
you change behavior to change attitude**

Motivation

Greatest enemy of Motivation:

- ◆ Complacencies
- ◆ Complacencies leads to frustration
- ◆ Frustration leads to giving up
- ◆ Giving up leads to failures and Identity crises
- ◆ Identity crises leads to ego issues

Self Identity is very important for survival

Motivation

Definition of Motivation

Motivation is Defined as **Motive for Action**

Motivation is something which encourage act action or feeling for doing some thing

Motivation can also mean to turn on or ignite the feeling or action

Motivation is power which persuade, convince and propel peoples into action

Motivation is charging action, it is like a fire unless you keep adding fuel to it, it dies

Motivation

- ◆ **The greatest Motivation comes from a person 's belief system**
- ◆ He has to believe what he does & accept responsibility
- ◆ When people accept responsibility for their behavior & actions their attitude towards work and life becomes positive
- ◆ They become productive professionally, Life become meaningful and fulfilled

Motivation-Needs

- ◆ The person basic need is Physical needs
- ◆ After these are met emotional needs become biggest motivator
- ◆ Every behavior come out of Pain or gain principle
- ◆ Gains can be tangible or intangibles such as:

1. Monetary rewards
2. Appreciation
3. Sense of achievement
4. Promotions
5. Growth responsibility

All these can be motivator but the strongest is sense of achievement. it comes from desire to succeed and/or take pride.

Motivation

Types of Motivation

External

External motivation comes from outside such as money, society approvals, fame or fear, Bonus, Recognitions and Commissions

Internal

Internal Motivation comes from within such as pride, a sense of achievement, responsibility & belief

It is inner gratification not for success or winning but for fulfillment. It is feeling of accomplishment

Power/Affiliation Motivation

Power Motivation:

Where a person is emotionally aroused when he thinks of acquiring and gaining control of another person. The power motivated acts in two modes:

- ◆ Empowered Mode
- ◆ Overpowering or De powering Mode

Affiliation Motivation:

The state of being emotionally aroused when a person thinks of having proximity to another person(the converse also being true) and deriving satisfaction out of it

Achievement Motivation

Achievement is precursor to action, determines the action but does not include the action because motivation is inside the person. The underlying spirit is that “ I think, therefore I act”

It is an urge which drives towards an activity . The three aspects of motivation which sustain existence are:

- ◆ Cognitive – (knowledge part, which fixes our ability to feel emotional growth is stifled)
- ◆ Emotive- Emotional Part
- ◆ Conative- Action part

So being motivated is being emotionally aroused for what a person thinks of doing

Achievement Motivation- Dr. McClelland

Achievement motivation is the emotional arousal when a person thinks of excellence:

- ◆ Being in competition with standards set by self
- ◆ In competition with standards set by others
- ◆ Emotionally aroused for a unique accomplishment
- ◆ Or at being in long term involvement with some thing or some objective

Achievement motivation is a “**Sankalp**”

Motivation is always based on authentic Communication not pep talks

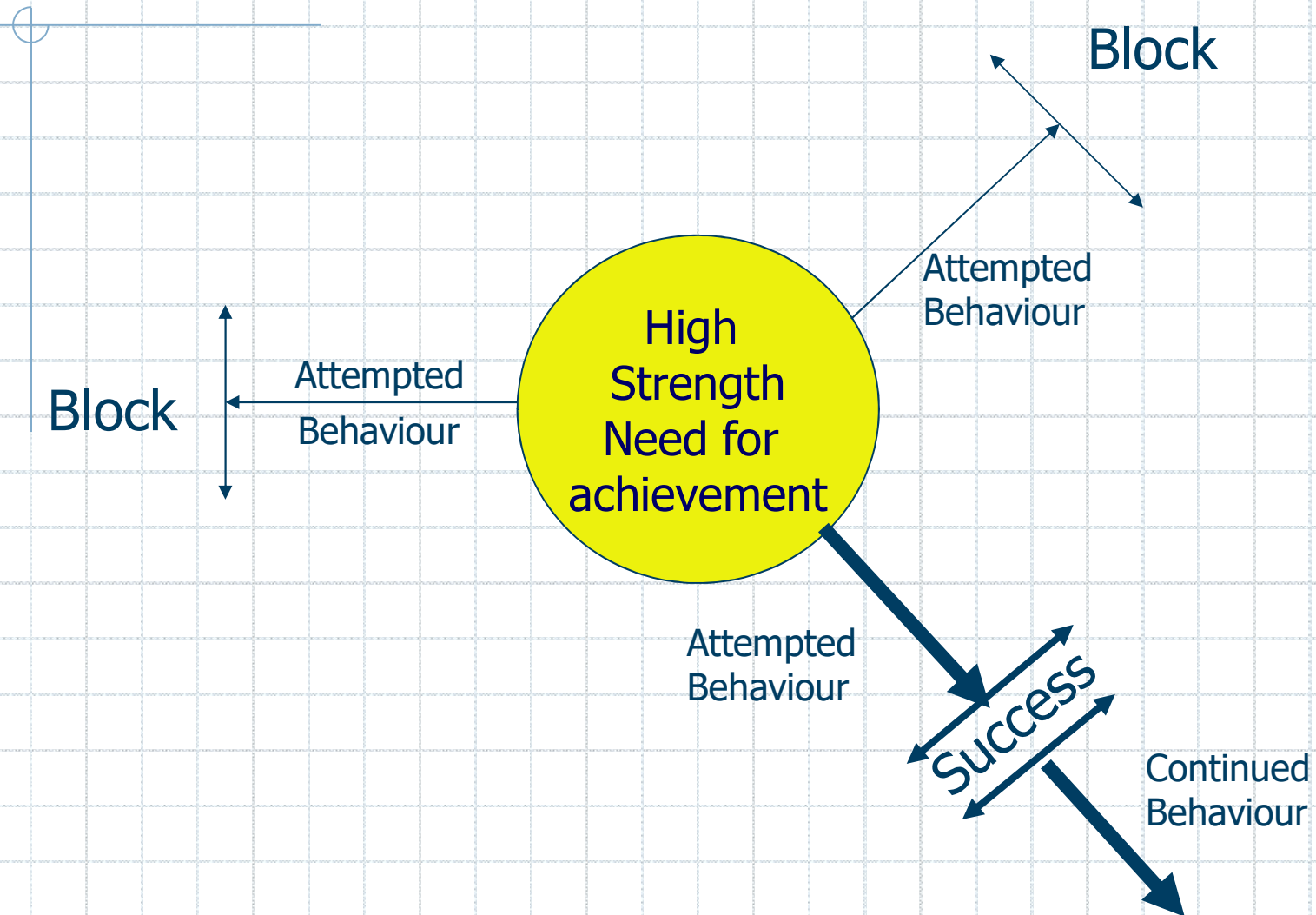
Achievement Motivation

- ◆ When the goal is very specific, it become a need
- ◆ Goal achievement motivation is a thinking process
- ◆ Problem or blocks perceived in meeting the goal can be termed as blocks. Blocks within the person (BP) and worldly Block (BW). BP could be lack of knowledge, skill, expertise within self and BW could be lack of funds etc
- ◆ Activity directly aimed towards goal is qualitative aspect of achievement
- ◆ Help- seeking or soliciting help is an achievement activity
- ◆ Success being the theme is obtained when there is absence of power and affiliation
- ◆ Feeling +ve or -ve

The AMT Syndromes

- ◆ Achievement Imagination
- ◆ Need
- ◆ Action
- ◆ Help
- ◆ Thima
- ◆ Worldly Blocks (BW)
- ◆ Personal Blocks (BP)
- ◆ Feelings (positive)
- ◆ Feelings (negative)
- ◆ Goal Anticipation (GA+)
- ◆ Goal Anticipation (GA-)

Motivation & Behaviour



Achievement Motivation

Advantages

- ◆ Longer lasting as it comes from inner
- ◆ Self recognition
- ◆ Sense of belonging
- ◆ Sense of ownership
- ◆ Part of bigger picture
- ◆ Part of worthwhile team
- ◆ Seeing idea translating into implementation is really very charging experience for individuals

Disadvantages

- ◆ Person gets too much involved & engrossed resulting in mental/physical stress

Motivation

Four Stages from Motivation to De-Motivation

- ◆ **Motivated Ineffective**

A stage when the employee is most open minded, receptive & easy to mould to the culture of the organization

- ◆ **Motivate Effective**

A stage when employee starts contributing and putting learning into practice

- ◆ **De motivated Effective**

A stage when the employee starts learning tricks of the trade and he continues to do which is just enough for survival

- ◆ **De motivated Ineffective**

A stage when employer decides to terminate the services of an employee

Motivation

Factor to build a climate of motivation:

- ◆ Create a Need
- ◆ Develop a sense of personal responsibility
- ◆ Create & Maintain Interest in job/work -variety
- ◆ Structure experience to apply contents to life
- ◆ Give recognition, encouragement and approval
- ◆ Foster wholesome competition
- ◆ Get Excited yourself
- ◆ Establish long range objectives
- ◆ See the value of internal motives
- ◆ Intensify Interpersonal relationship
- ◆ Give people a choice of methods

Motivation

Motivation factors

- ◆ Give respect
- ◆ Be a good listener
- ◆ Throw a challenge
- ◆ Involve the team in decision making
- ◆ Extend help in giving direction, if required by team member
- ◆ Develop the team members and add value to their career
- ◆ Provide Good orientation & Induction of an employee

When People do things for their own reasons and not yours that is the lasting motivation

Motivation

Practice Delegation for motivating people:

Level of Delegation

- ◆ Collect the information
- ◆ Suggest options
- ◆ Make recommendation
- ◆ Implement
- ◆ Do It

**For most of us the Delegation means mission NIKE-
“ Just Do it”**

Motivation

De- Motivation factors

- ◆ Rewarding non performer which de motivate performer
- ◆ Failure or fear of failure
- ◆ Low self esteem
- ◆ Negative self talk
- ◆ Frequent change/transfers
- ◆ Responsibility without authority
- ◆ Office politics

Some time removal of De-motivating factor sparks motivation

Motivation

Action plan:

- ◆ Develop a sense of pride among employees
- ◆ Make others part of big picture
- ◆ Reward Performers
- ◆ Talk about ideas
- ◆ Set well defined goals/objectives
- ◆ Clarify roles/responsibilities/accountabilities and authority at each level
- ◆ Set a good example by being a positive role model
- ◆ Build self esteem of others members of your team

Motivation