

# CONTENT / HEDRLES

## ABRAHAM MASLOW Theory (NHT)

Need hierarchy specify 5 human need

- physiological
- Safety
- social
- esteem
- self actualization

- Maslow, termed psychology + theory adjustment known as NHT.

- stated that if lower order / basis needs are not fulfilled then people are not healthy or well adjusted

Need theories = content theory of motivation

- Need theories assume that individuals possess a baggage of motive assets

for satisfaction

- It explains motivation in terms of what arouses / energises behaviour
- Physiological needs - thirst, hunger, shelter, sex, sleep
- \* PN<sup>2b</sup> satisfied regularly.  
Time, Break, Tea, coffee, Lunch
- Safety needs  
Physical, + emotional + Job security and a modestly comfortable & predictable routine and a desire for fair treatment and routine at work
- \* ~~comes into~~ aroused when there is threat to employment, health and safety hazards.
- Affiliation / Social needs.  
Social contacts, belongingness to a group, friendship, love, acceptance and affection
- Esteem Needs
  - self-esteem
    - self-confidence
    - self-respect
  - esteem from others
    - attention
    - recognition
    - status
    - achievement
- ↑ SE - Hard work
- ↑ SE - a accomplishment

## Self Actualization

- Implies self fulfilling derived from achievement following the successful accomplishment of a demand and challenging assignment at work

## HERZBERG TWO FACTOR THEORY

- Believing an individual's relationship to work is basic and the attitude toward work can determine success or failure. People describe their work good or bad.
- Through the response he made 2-factor theory.
- Acc. to Herzberg opp. of satisfaction is not dissatisfaction, as was traditionally believed.
- Removing dissatisfying characteristics from a job does not necessarily make the job satisfying.
- He proposed dual continuum.  
Opp. of Satisfaction is "No satisfaction"  
Opp. of dissatisfaction is "No dissatisfaction"
- Under 2-factor theory, factors lead to job satisfaction are separate from those which lead to job dissatisfaction.

- Therefore managers who eliminate factors that can create job ~~or~~ dissatisfaction may bring about peace but not necessarily motivation. They placating the employees.
- Conditions like quality of supervision, pay, company policies, physical work conditions, relationship with others & job security are hygiene factors.
- When they are adequate people will not be dissatisfied, neither will be satisfied.
- To motivate people on their jobs, the factors associated with work itself should be emphasized like promotional oppor., personal growth opportunity, recognition, responsibility & achievement — intrinsically rewarding.

### TRADITIONAL VIEW

|                 |                |                    |
|-----------------|----------------|--------------------|
| Satisfaction    | Herzberg view  | Dissatisfaction    |
| Satisfaction    | Motivator      | No satisfaction    |
| Dissatisfaction | Hygiene factor | No dissatisfaction |