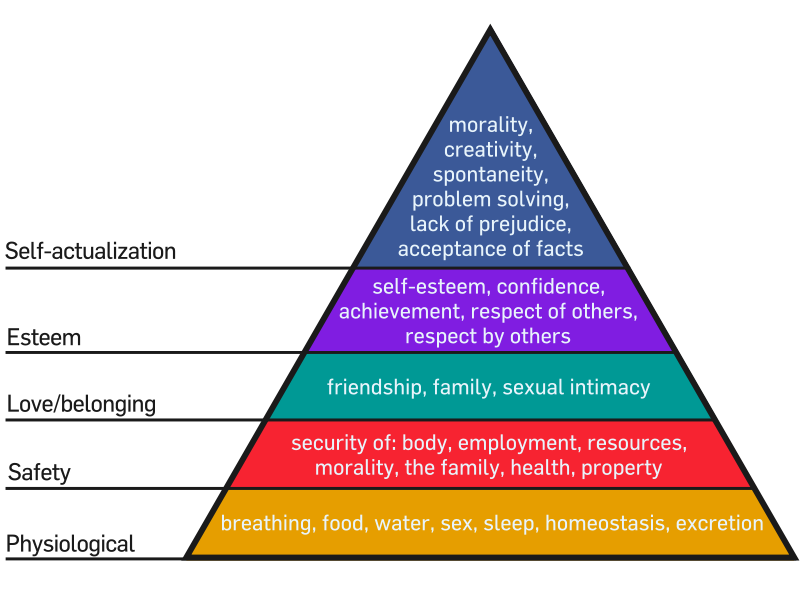
Basic concepts and theories of Motivation

According to Michael Armstrong’s book- [A Handbook of Human Resource Management Practice](http://www.amazon.com/gp/redirect.html?ie=UTF8&location=http://www.amazon.com/Handbook-Human-Resource-Management-Practice/dp/0749446315/sr=1-1/qid=1160508838?ie=UTF8&s=books&tag=managementpor-20&linkCode=ur2&camp=1789&creative=9325)http://www.assoc-amazon.com/e/ir?t=managementpor-20&l=ur2&o=1.

The 3 components of motivation are as follows; direction, effort, and persistence. The direction is what a person is wanting or trying to do, next is how much effort the person is willing to put in and how much persistence or staying power the person has. There are also 2 types of self-generated factors that influence motivation which are intrinsic and extrinsic. Intrinsic is the persons responsibility and freedom to act, how the person uses his or her abilities to develop further skills, and if they are interested and challenged to work towards more opportunities for advancement. The instrinsic factor is a deeper and longer term motivator. The extrinsic motivator is what is done for people and how it motivates them such as rewards, promotions, or punishments this type of motivator has an immediate and powerful effect, but won’t necessarily last long. The most influential motivator theory is the Needs Theory. The belief of the underlying concept is that the unsatisfied need creates tension unbalance

To restore equilibrium a goal and pathway is identified that will satisfy the needs of the person. According to Maslows hierarchy of needs all behavior is motivated by unsatisfied needs and people will be better motivated if their work experience satisfies their needs and wants. If a lower need is satisfied, the next higher one becomes dominant. The higher-order needs provide the greatest motivation in people. The priorities of different people are determined by the wants and needs of the person.



For more information on motivational theories please click on link

http://www.themanager.org/Resources/Motivation.htm