

Babylon University – College Of Medicine
Department of Community Medicine

*Lectures in Community Medicine
For 4th Stage Students
By Dr. Hassan Baiee
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Lecture 12

Motivations in Management

Motivations:

To motivate is to induce people to act in a desired manner.

Motivation of the working staff is a very old problem which needs the understanding of human nature and his behaviors and how to influence this behavior; they rest mainly on one theory (satisfaction and needs theory) which is the central cause of human behavior.

Maslows theory: suggested hierarchy of five basic and related needs.

1- Physical-physiological needs: these needs depend on presenting food, water, shelter, sex, work and health.

These are the base line of any human being to be satisfied.

2- Safety and security: by this we mean: body preservation, *freedom*, financial security and to secure his health.

Without safety human beings are not prepared mentally to perform any function or job in an organization.

Freedom is an instinct feeling of any person to choose the way of living, the way of thinking, the *freedom* to choose his partner and free to choose his religious and doctrine.

3- Love affection:

This depend on creating friendships looking for acceptance from the community and looking for respect and also he feels to be a member in a team, through this love and affection he is looking for more acceptance and appreciation of himself by the community in addition to the security of health.

The above mentioned three needs are called the basic needs which are related to the establishments of the person in his community without which he doesn't feel that he is belonging to his community and country.

Achievement needs:

When any person satisfied his previous basic needs then he will think of new needs which are built on the satisfaction of basic needs called the achievement needs

4- Self-respect and social respect which depend on self-confidence and recognition by others.

Where the person is living he looks for appreciation by the community and many look for having a status.

5- Self actualization: this depend on creativity by its continuous efforts and the maturity in his subject, in addition he wants to master an activity and he looks for the society for realizing his potentials, this stage may lead the person to a very ambitious situations .

People differ in nature; some are satisfied at any of the above mentioned stages, others may have the ambition climb up to the fourth or the fifth levels.

In developing countries the majority are satisfied with first three basic needs but still there are few highly ambitious to reach the fifth stage, those who are able to climb this pyramid are limited and they are emotionally stable and have especial talent, in unstable countries people may be pushed up very quickly at the same time can be pushed down at the same rate.

Those who choose scientific careers are less shaky in climbing up gradually the hierarchy.

There is another theory of motivation which does not differ than the previous one. **Patton** suggested the following motivators:

1- Challenge in Work

2- Status: he thought that titles are important in motivation in addition to promotion.

3- Money: he thinks that money may play a big role in motivating workers.

4- Competition: When you are a manager of an organization you can initiate fair competition to motive people to work.

5- Urge to achieve leadership: there are people who have a will and may have the ability to be leaders; the leaders must have certain specifications to be able to lead the organization to the best of its output.

6- Fear: in fear he meant the fearing of losing his job or fearing from degrading so he tries to stay in his position.