

SOS POLITICAL SCIENCE AND PUBLIC ADMINISTRATION

MBA HRD 405

SUBJECT NAME: INDUSTRIAL PSYCHOLOGY

UNIT V

TOPIC NAME: MORALE AND MOTIVATION



MORALE AND MOTIVATION

MORALE

- It is the mental attitude which makes the individual perform his work either willingly and enthusiastically or poorly and reluctantly.
- It is used to describe the level or quality of the attitude or reaction displayed by an individual or by a group as being high or low, good or poor, positive or negative.
- The qualities indicating high morale are known by such terms as enthusiasm, personal satisfaction, team spirit, pride of achievement, and willingness to work.

MORALE

Professor Michael J. Jucius defines morale “as a state of mind and emotions, affecting willingness to work, which in turn affects individual and organizational objectives.”

- What it is
- What it does
- Where it resides
- Whom it affects
- What it affects

MORALE

Professor Dale S. Beach defined morale as the "total satisfaction a person derives from his job, his work group, his boss, the organization, and his environment. It is also affected by his personality structure. Morale pertains to the general feeling of well-being, satisfaction, and happiness of people."

Professor Flippo describes morale as a "mental condition or attitude of individuals and group which determines their willingness to cooperate."

FACTORS INFLUENCING MORALE

1. The employees themselves
2. Management practices
3. Outside factors
4. State of communication in the firm

INDICATIONS OF LOW EMPLOYEE MORALE

1. Customer complaints
2. Frequent absenteeism and tardiness
3. Frequent sick leave
4. Low production, spoilage of materials due to inattention
5. Unjustified overtime
6. Careless handling of machines causing breakdowns
7. Spoilage and waste of supplies and materials

INDICATIONS OF LOW EMPLOYEE MORALE

8. Grievance and complaints
9. High labor turnover
10. Rumors, quarrels or fights
11. Frequent violations of rules and regulations
12. Lost man-hours because of long breaks and frequent trips to comfort rooms
13. Unsatisfactory ratings in performance appraisal

METHODS USED IN DETERMINING MORALE

1. Counseling and exit interview
2. Grievance procedure
3. Spy system or "management informers"
4. Interview
5. Studying or reviewing the employees' records
6. Observation
7. Attitude or Morale survey

MOTIVATION

- The word motivation is derived from the word "motivate" which means to move, impel or induce to act to satisfy a need or want.
- Any consideration, idea or object prompting or exciting an individual to act or move him to do what his leader wants to be accomplished is motivation.
- It is the willingness to exert effort to achieve a goal or objective for reward.
- It is the need, want, or motive within the individual that will urge him to accomplish his objectives.

TYPES OF MOTIVATION

1. POSITIVE MOTIVATION – human relations or leadership approach whereby subordinates enthusiastically follow the leader's will because of some possible gain, reward or satisfaction they expect to get such as feeling of achievement, sense of responsibility, appreciation, promotion etc.
2. NEGATIVE MOTIVATION – influences others to follow the leader's will, but not because of any expected advantage but of fear of punishment or the application of certain sanctions such as losing some money or status, recognition, or even one's job.

POSITIVE FACTORS IN MOTIVATING PEOPLE

1. Money
2. Job security
3. Praise and recognition
4. Sense of belonging
5. Competition
6. Delegation of responsibility and authority
7. Employee participation
8. Sincere interest in subordinate

EFFECTS OF MOTIVATION

1. Move and act to follow the direction desired by management
2. Achieve high output and produce good quality products and services
3. More careful in the use and care of machines and equipment, avoid or prevent accidents, and minimize or prevent losses or waste

EFFECTS OF MOTIVATION

4. Accept willingly the changes made by the management provided that the changes to be made have been previously explained and understood by them and proper training is provided to adjust them to the change
5. Willingly respond in times of emergencies or during rush periods or occasions requiring special effort, overtime, and the like
6. Problems of disciplines are minimized

THEORIES OF MOTIVATION

1. McGregor's Theory X and Theory Y
2. Maslow's Hierarchy of Needs
3. Herzberg's Two-Factor Theory
4. Adams' Equity Theory
5. Locke's Goal Theory



THANK YOU