

INTRODUCTION

MODULE 14

Motivating People for Maximum Results

Your ability to motivate your people to higher levels of performance and effectiveness can multiply your capability as an executive. By motivating people continuously and correctly you can dramatically improve performance and results.

The subject of individual motivation, why people do the things they do, has been studied and researched for many years. Now we know more about how to structure environments so people *want* to perform at their best.

Understanding how and why people perform and behave the way they do is essential for your effectiveness as an executive. Every person is different and every person is motivated by some of the things at some of the times.

In this program, you will learn the most popular, powerful and effective motivational methods and tools, and how you can apply them to every person who ever reports to you, as well as to yourself in the achievement of your own personal and business goals.

“The most powerful
and predictable
people-builders
are praise and
encouragement.”

WHAT YOU WILL LEARN IN THIS SESSION

“Praise is a powerful people-builder. Catch individuals doing something right.”

1. The great breakthrough in motivation;
2. The seven levels of motivation;
3. McGregor’s Theory of motivation;
4. Theory X versus Theory Y;
5. Herzberg’s Theory of motivation;
6. The Hawthorne Effect;
7. David McClellan’s Theory of motivation;
8. Two basic motivators of all people;
9. The greatest management principle.