

***3-4C: MOTIVATION CHALLENGES (50 MARKS)**



Stress can create and exacerbate conflicts in the workplace. One of the most important skills of an effective leader is the ability to motivate and inspire a team to reach their full potential. In this assignment you will use your knowledge you gained from lessons 3-2, 3-3 and 3-4 to answer the given questions for either one of the case studies provided.

Choose any ONE case study from the list below:

- Case Study 1: Virgin Media [Source: *Business Case Studies*]
- Case Study 2: Kellogg Company [Source: *Business Case Studies*]

Choose any ONE mode of submission:

- 4-5 minutes video presentation [Use presentation software like PowerPoint to create a presentation and record yourself as you deliver the presentation]
- 2-3 pages report

Assignment Guidelines (Success Criteria)

- Please download and read the case study
- Answer the following questions:
 1. What is motivation?
 2. Explain how the organization ensures Herzberg's 'motivators' are provided for its employees.
 3. Analyse the importance of having a motivated workforce.

4. Create a large Hierarchy of Needs diagram. To each level add the methods that are adopted by an organisation of your choice to motivate its workers. A possible organization to complete this for is your school or college, as it should be easy to find out the relevant methods used.
 5. Explain two reasons why workers may resist attempts to change the culture of the organisation they work for.
 6. Explain the possible problems of changing the culture of a business with a small but loyal staff and customer base.
- Choose any one mode of submission mentioned above.
 - Save any files on your computer so that you have a copy of your completed assignment. Submit the assignment for marking, double check to ensure you have submitted the correct file.
 - **Note:** Feel free to research more information about the organization on the Internet, just make sure your source is reliable and credible.

Submission Requirements [Choose either one of the options]:

- Upload your written work as a Word or PDF file

OR

- Upload your presentation and video files as compressed files. *Make sure your file size does not exceed 100 MB

Success Criteria:

You will be assessed on the success criteria that is listed here:

- I presented an in-depth research which fully and accurately explains the management challenges with sufficient data, facts, and information.
- I used course theory and personal experiences to explain probable outcomes.
- I communicated the answers clearly and answered all the required questions.
- I applied my learning from the course.