

1. What is motivation?

1.1

Motivation is used to inspire, increase stamina and work ability by mental satisfaction among the employees or workers to their work or job in an organization. In brief, Motivation is something which inspires one to work self-intentionally. Motivation is the driving force behind actions and behavior. It leads individuals to take action to achieve a goal or to fulfill a need or expectation.

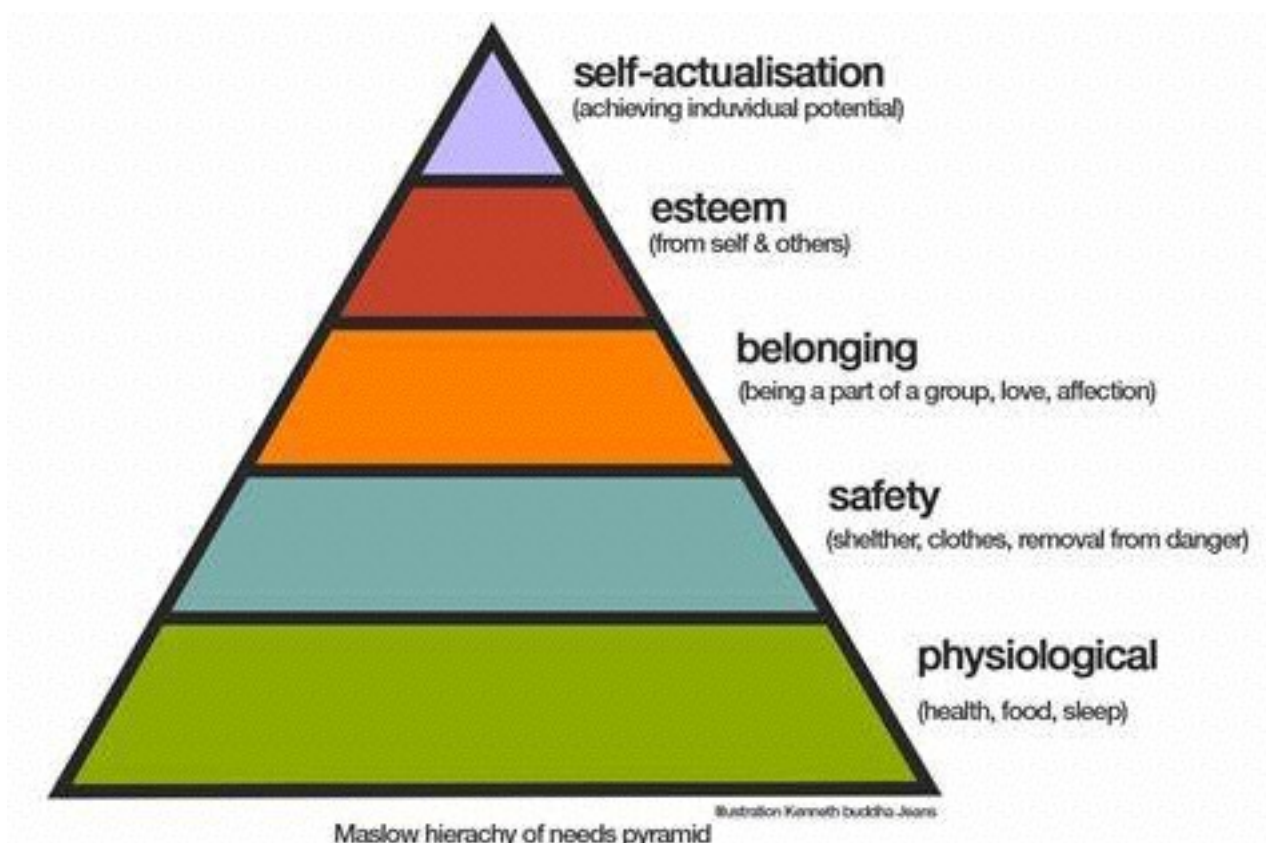
2. Explain how Virgin Media ensures Herzberg's 'motivators' are provided for its employees.

According to Herzberg's theory, employees have two kinds of needs in the workplace. He describes these as hygiene and motivator factors. Firstly, the hygiene factors include salary and work condition. However, if both are too worse, it will cause employees' dissatisfaction. Motivator factors include recognition, responsibility, achievement and opportunities for progression. The combination of these factors could increase employees' motivation.

3. Analyse the importance of having a motivated workforce.

The right incentives and pay mix have a huge impact on performance, and companies need to realize that to succeed. In fact, top sales teams that address engagement in their everyday work outperform teams by an average 20% in sales.

4. Create a large Hierarchy of Needs diagram. To each level add the methods that are adopted by an organization 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.



For a school, an excellent should be satisfy all level of needs.

5.Explain two reasons why workers may resist attempts to change the culture of the organization they work for.

The first reason may because of the low trust, when people don't believe that they, or the company, can competently manage the change there is likely to be resistance

2.2

The other reason I think is because of the lack of competence. Sometimes, change in organizations necessitates changes in skills, and some people will feel that they won't be able to make the transition very well.

6.Explain the possible problems of changing the culture of a business with a small but loyal staff and customer base.

Changing culture is a large-scale project which makes all the employees and customers change. In this process, all the organizational tool will need to be put in a play. Since this company has small-scale, changing culture will make staffs have disagreement and make customers distrust. Thus, due to the small scale, company should stabilize one culture first, trying to change it can call into question everything the organization holds dear, often without that conscious intention.

2.3

Index of comments

- 1.1 good use of definition and putting into your own words.
- 1.2 you've explained very well about Herzberg. Now give examples from Virgin Media that were in the case...
- 1.3 This needs to be in your own words to demonstrate your understanding of why it is so important to have a motivated workforce.

- 2.1 you haven't addressed this question.
- 2.2 good!
- 2.3 explain why this will occur

Knowledge & Understanding (15 marks) The explanation of the situations presented represent an in-depth research which fully and accurately explains the management challenges with sufficient data, facts, and information.	Demonstrates an excellent ability to summarize and identify relevant information about the management challenges (perception, conflict, motivation) 14-15 points	Demonstrates considerable ability to summarize and identify relevant information about the management challenges (perception, conflict, motivation) 11-13 points	Demonstrates some ability to summarize and identify relevant information about the management challenges (perception, conflict, motivation) 9-10 points	Demonstrates limited ability to summarize and identify relevant information about the management challenges (perception, conflict, motivation) 7-8 points	The student does not meet the requirements. 0-5 points	<div></div> Grade <div>11</div>
Inquiry & Thinking (10 marks) Inferences the probable outcomes of management decisions.	Uses course theory and personal experiences with a high degree of effectiveness when explaining probable outcomes. 9-10 points	Uses course theory and personal experiences with considerable effectiveness when explaining probable outcomes. 7-8 points	Uses course theory and personal experiences with some effectiveness when explaining probable outcomes. 5-6 points	Uses course theory and personal experiences with limited effectiveness when explaining probable outcomes. 4 points	The student does not meet the requirements. 0-3 points	<div></div> Grade <div>7</div>
Communication 1 (10 marks) Organization, expression for audience and communication of ideas.	Organizes ideas and communicates them to the audience with a high degree of effectiveness. 9-10 points	Organizes ideas and communicates them to the audience with considerable effectiveness. 7-8 points	Organizes ideas and communicates them to the audience with some effectiveness. 5-6 points	Organizes ideas and communicates them to the audience with limited effectiveness. 4 points	The student does not meet the requirements. 0-3 points	<div></div> Grade <div>7</div>
Application (15 marks) Links decisions to the case information and course theory.	Links course theory and case information with a high degree of effectiveness to the possible solutions. 13-15 points	Links course theory and case information with considerable effectiveness to the possible solutions. 10-12 points	Links course theory and case information with some effectiveness to the possible solutions. 8-9 points	Links course theory and case information with limited effectiveness to the possible solutions. 6-7 points	The student does not meet the requirements. 0-5 points	<div></div> Grade <div>9</div>

Current grade in gradebook

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Some answers were very well supported with details from the case and from this unit, while others were lacking important details for additional marks (Maslow, motivated workforce).

Path: p