

## 1. What is motivation?

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.

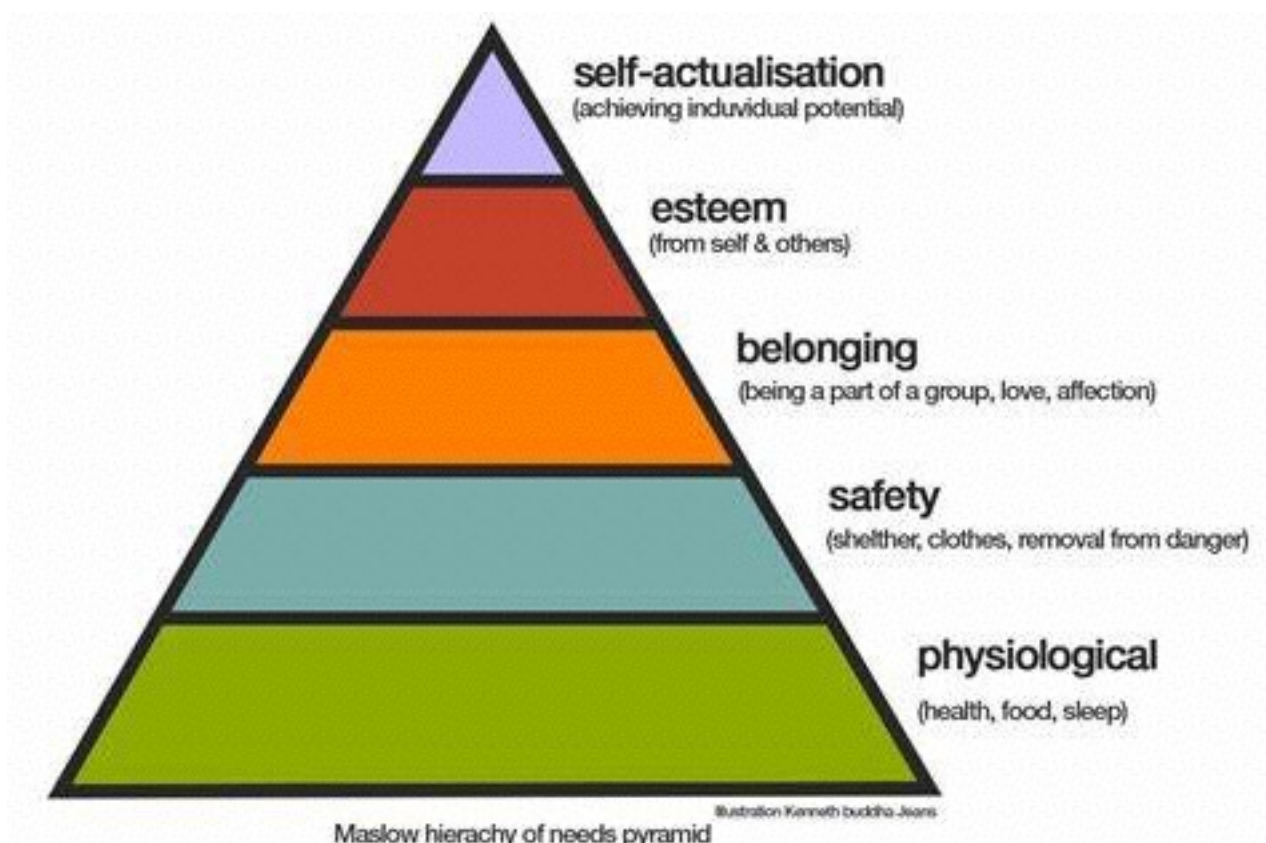
## 2. Explain how Virgin Media ensures Herzberg's 'motivators' are provided for its employees.

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

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.