

1) What is motivation?

According to this case study, motivation is a driving force which affects the choice of alternatives in the behaviour of a person. It improves, stimulates and induces employees leading to goal-oriented behaviour. For example, promotion is a motivating factor as employees work to achieve preset targets for getting a promotion. Motivation can be monetary, e.g., rewards given in the form of a car or a hike in the salary.

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

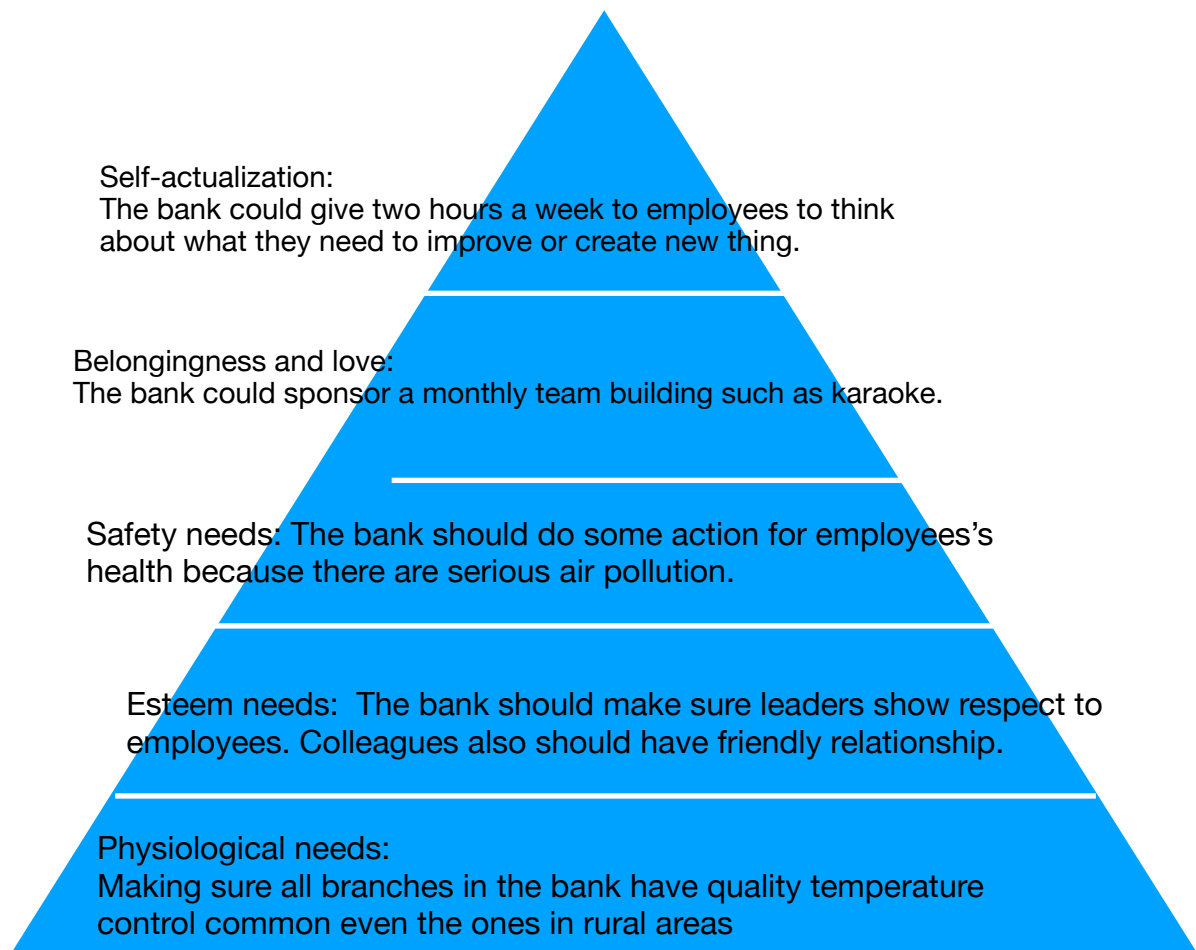
First, Virgin Media offers such motivators as competitive compensation and reward programs, such as the ASPIRE on-site compensation and rewards program. Second, it offers other benefits, including, life insurance, corporate pension plans, and employee savings plans. In addition to these motivators, Virgin Media offers hygiene factors such as good health care. Because of this kind of situation, Virgin Media has a high hygiene come high motivator workplace.

3) Analyse the importance of having a motivated workforce.

A motivated workforce plays a very important role in the company. First, companies can help employees to not only work faster, but also use their creativity to optimize the entire system or process, saving money for your organization. Second, a motivated workforce improves quality and motivates employees to produce high quality products and reduces the resources you need to work. In addition, the value of the product can be improved, and employees can enthusiastically show their products or services to customers because they feel that this is a meaningful product and want to ensure that they provide real value to their customers. Finally, having a motivated workforce can help to improve the image and reputation of the company to the public by having positive, motivated employees that work for them.

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.

Bank of China Hierarchy of Needs Diagram



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

One of the reasons I think workers may refuse to change the culture of the organization they work for is the impact and fear of the unknown. During the change, some employees may feel the need to stick to the past because it is a safer and predictable time. If what they have done in the past works well for them, they may refuse to change their behavior because they are worried that they will not achieve so much in the future. Another reason is about getting out of control. I think this is the key reason why employees resist change because familiar routines help employees develop a sense of control over the work environment. Being asked to change the way they work may make employees feel powerless and confused. People are more likely to understand and implement change only if they have control over part of the system of operations.

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

If the corporate culture is changed, then some customers may have mistrust of the company. However, if those loyal employees face the change of corporate culture, they will be surprised and fear the future, because they are used to the old style of work. In other words, they also worry about their position in the company and may even leave the company if these risks are too high. Customers may not buy new products from the company if the company changes its products according to its new corporate culture. Customers will then be confused and hesitant about the function of the product or other aspects of the product.