

### 1. What is motivation?

According to the assignment PDF, 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.

In other words, motivation needs to have a hook that could encourage employees to achieve the best performance of their work.

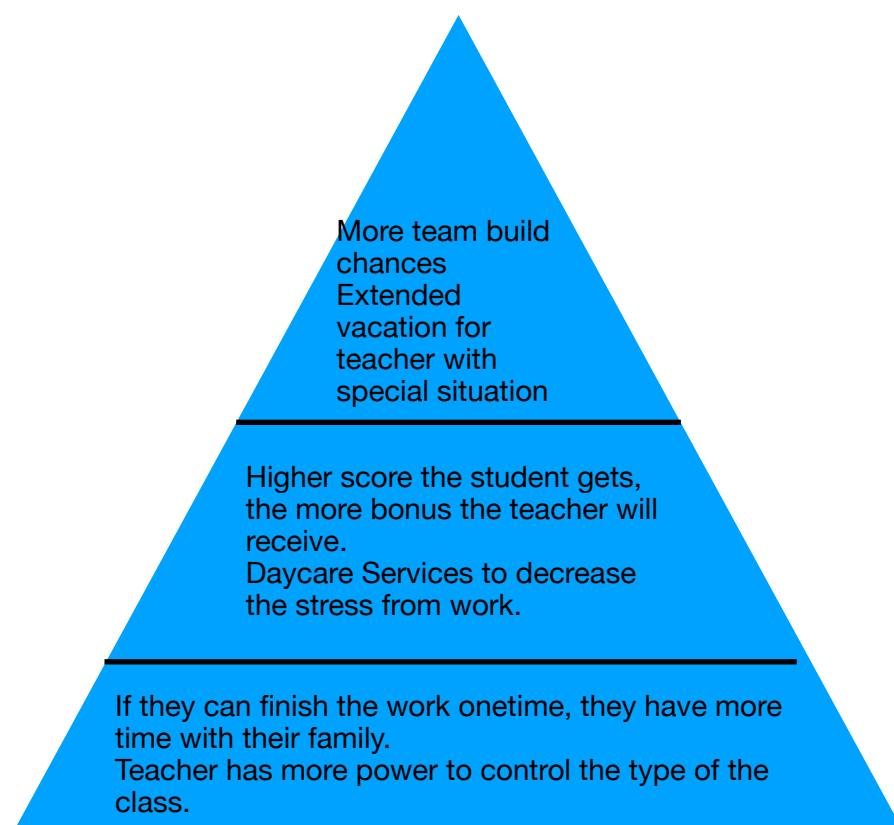
### 2. Explain how Virgin Media ensures Herzberg's 'motivators' are provided for its employees.

In general, Herzberg's theory is called "The Two Factor Theory." The two factors are hygiene and motivators. For my own perspective, I think that motivator means salaries. In this case, since Virgin Media has reward policies, then that means better compensation. The reason why Virgin Media has these policies is to ensure employees in this company can be more happy and satisfied for their job.

### 3. Analyse the importance of having a motivated workforce.

A motivated workforce for company can reduce the expenses by lowering the hiring and training costs, especially for some technical skills for company. Besides, motivated workforce can consider as one reason that to be loyal to the company. The profits of the company is related to the benefits of employees.

### 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 organisation to complete this for is your school or college, as it should be easy to find out the relevant methods used.



The graph above I designed is what I called the three needs. The bottom is basic needs, medium needs is in the middle the higher need is on the top of the pyramid. This is taking about the situation in school.

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

Adaptation. People that afraid to change since they have already adapted the culture of the organization. Employees can feel comfortable already in such a big environment, people would just want to work in the culture of the company right now.

Change means risks. Workers are always looking for a stable, comfortable working position for themselves. Nobody will know whether the change is good or bad. It can happen in two different ways, somehow if the decision has made, but the consequences are bad, employees and leaders will all need to take this risks and responsibilities to rebuild it again.

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

A premise of being loyal to the company for staff is they enjoy what they are doing. The customer is let them feel special.

However, changing the culture of a business essential decision especially for the small company. Sometimes, the decision can be fatal for company, culture is not like the policies but the whole orientation of the work development. Change may be a good choice to make the company bigger. On the other hand, the decision will bring the failure since they will lose these loyal staffs and customers.