

Motivation



**ASSIGN
BUSTER**

MOTIVATION Sue, a new has d that the reason she has enrolled on a business degree programme is because a€? it is the only way to get a half decent job in this day and agea€?. How would you respond to Sue's statement? Is there anything that could be done to increase Sue's motivation to study? Motivation is a key element when doing just about anything in today's world. People who are not motivated tend to be less successful. They are content to sit on their couch and do very little. They don't go to class or work because they just don't care about either. They feel empty, nothing drives them. There are a number of things that Sue can do to work to increase her motivation. It would be a real shame if she simply stayed unmotivated throughout school as she would probably learn very little and also she would probably get poor grades. To begin with, Sue can try to visualize her future. She needs to set goals, but these are goals she should also be able to understand and to see in her mind's eye. She wants to get a good job in the business sector. She should think of herself in the future dressed up in a nice suit and sitting in a comfortable office with a mahogany floor. Then she should work backwards. How did get to this office? What did she have to do? How nice is her job?--does she like the money and power that come from it? What does she have to do to get there? These kinds of questions will focus Sue on the task at hand. She wants to get a job: so what is the best way to do that? She needs to be able to make a connection between her present abilities and her future goals. It may not be easy to do if she has a poor imagination or generally a very unambitious person, but it may be helpful in the long run. She can also look to the McClelland achievement theory for help. In this theory it helps to have harmonious relationships with others that will help her to feel more ambitious. She might

want to re-evaluate a number of her relationships. 2) Can a person who is “satisfied” still be motivated? Can you apply any of the theories you have explored above to answer this question? If someone is rich and powerful and has it all, is it possible for them to still be motivated? The answer is yes: this is possible. The truth is that for many ambitious people, motivation is an intrinsic thing. It is not satiated by money or prestige, it is its own reward. It is simply how these kinds of people live. They have an internal compass which tells them when it is time to work harder and where to go to do so. Their satisfaction is the satisfaction of a job well done. This is hard to imagine for someone who lives the life of a couch potato and will only get off the couch to buy a lottery ticket, but there are many people who would turn down a job with a higher salary for one that gave them a chance to fulfil their ambition. It is true that there are not a lot of people like this in the world, but many of the most successful ones are like this. It is also true that some people are purely motivated by money or prestige and once they accomplish these things are satisfied to sit back on their laurels and do nothing more, but these kinds of people rarely get to far in life. Sue should try to find a job with good benefits. Many companies offer good benefits in an effort to encourage employees to work hard. These incentives are important.