

Two men and a lot of trucks essay

[Business](#), [Company](#)



In the first case study, the Two Men and a Truck, the first motivational theory portrayed is the theory of acquired needs, which is demonstrated by Mary Ellen Sheets, the owner. Through her growing motivations, Mary became self-sufficient and achieved entrepreneurial success in her business. After franchising the business, it was clear that Mary was focused, especially in the customer service. By ensuring that the employees had clean uniforms and personalized business cards among other symbols of status, she appealed to her employee's intrinsic motivation.

There is also an evidence of extrinsic motivation portrayed by Mary in her services to the clients. The services included providing the clients with gifts and paying for damages in order to win their loyalty.

Also portrayed in the case study as a motivational theory is the goal setting. This is seen in Mary's comprehensive training to her franchise owners. Setting clear goals was meant to make the franchisees achieve high degrees of success.

“ ENDLESS ENERGY”

In the second case study, expectancy theory is evident. This is seen through Kleinfeld's commitment towards realizing the company's success by motivating the employees. He convinces the employees to improve their productivity so that the company's profitability can improve. This would make the company more competitive as well.

Kleinfeld has worked since he was twelve, and he is still self-driven and very willing to work under difficulties. His work ethics reveals his intrinsic motivation.

The success of Kleinfeld can be attributed to his ability to use the expectancy

theory with his employees. The theory postulates that through making the employees believe that they can greatly achieve the set goals, the employees get motivated. This is what Kleinfeld applied.

Reference

Jones, (2007). Introduction To Business: How Companies Create Value for People. The McGraw–Hill Companies.