

# Chapter 9

Business



Business Chapter 9 Question 2 Motivation refers to a set of processes that determine or influence people to behave the way they do. Motivation is mainly affected by the environment in which an employee is operating in as this causes him to behave in a certain manner. The motivation process starts with the human needs and the efforts that people engage in so as to satisfy these needs, the motivation process is usually a dynamic since an individual has got several needs to satisfy at one particular time. Satisfying these needs take different time frames but the starting point is always the needs. The motivation process can be represented diagrammatically;

#### Question 10

Motivational strategies are very important in the workplace where both the employer and the employee are driven by a certain goal which should be achieved in the long run. These strategies are important to the employees in the sense that they feel empowered are also not left out in the day to day activities of the business and this drives them to put all their efforts in attainment of the set out objectives. On the other hand, motivational strategies are important to the employer in the sense that the work environment is friendly in that they can interact with their employees freely and also share ideas on how to improve the business. This motivates the employer to invest more resources in the business since he is confident in the business and also the people working in it.