

Kelloggs case study

Business



Tailors view on what motivated people at work was simple- money. He felt that workers should get a fair days pay for a fair days work, and that pay should be linked to the amount produced. Workers who did not deliver a fair days work would be paid less and workers who did more than a fair days work would be paid more.

Mascots view on Motivation is based on the ' Hierarchy of Needs'. Mascots Hierarchy of Needs is a " content theory' of motivation. Mascots theory consisted of parts. 1 The classification of human needs 2. Consideration of how the classes are related to each other 2.

Describe the benefits to an organization of having a motivated workforce. One of the most difficult tasks that most employers face is in motivating their employees. This is an area where most companies are seriously deficient and in many cases they just give up and accept that not all of their staff are going to be motivated to work hard. This is a mistake having motivated employees is essential for the success of your business so you have to make sure that you figure out how to make it happen.

The biggest reason that you are going to want to have motivated employees is that they are more productive than employees who are unmotivated. All companies want to have employees who are as productive as possible since that gets you more work done for less expense.

Really the only way to make your employees more productive is to make sure that they are motivated to work harder. This can be a real challenge since a lot of employees really are not very motivated and have a hard time seeing where it would benefit them to work harder. 3.

Analyze the difference between hygiene factors and motivators. Herzberg's findings revealed that certain characteristics of a job are consistently related to Job satisfaction, while different factors are associated with Job dissatisfaction. Factors for Satisfaction: Achievement, Recognition, The work itself, Responsibility, Advancement, Growth Factors for Dissatisfaction: Company Policies, Supervision, Relationship with Supervisor and Peers, Work conditions, Salary, Status, Security The conclusion Herzberg drew is that job satisfaction and job dissatisfaction are not opposites.

The opposite of Satisfaction is No Satisfaction at all. The opposite of Dissatisfaction is No Dissatisfaction at all. 4. Evaluate the benefits to organizations of using different motivation approaches. Motivation In an organization is a must to get the best results. To achieve the maximum productivity organizations adopt different motivational theories.

Each motivational theory has its unique ways of motivating factors and they address different aspects of organization. Adopting these theories would result in addressing many factors and maximizing the productivity.

Following are unique characteristics of each theory. Taylor Employees do not naturally enjoy work and so need close supervision and control. Therefore managers should break down production into a series of small tasks.

Employees should then be given appropriate training and tools so they can work as efficiently as possible on one set task. Employees are then paid according to the number of items they produce in a set period of time. As a result employees are encouraged to work hard and maximize their productivity.

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Taylor's methods were widely adopted as businesses saw the benefits of increased productivity levels and lower unit costs. Taylor's approach has close links with the concept of an autocratic management style.

However employees soon came to dislike Taylor's approach as they were only given non-interesting, repetitive tasks to carry out and were being treated little better than unman machines. Firms could also afford to lay off workers as productivity levels increased. This led to an increase in strikes and other forms of industrial action by dissatisfied employees.

Moscow Moscow came up with a theory that there are five levels of human needs which employees need to have fulfilled at work. All of the needs are structured into a hierarchy and only once a lower level of need has been fully met, would an employee be motivated by the opportunity of having the next need up in the hierarchy satisfied. For example a person who is not well would be more concerned about Ewing healthy than worrying about job security.

A business should therefore offer different incentives to employees in order to help them fulfill each need in turn and progress up the hierarchy.

Managers should also recognize that employees are not all motivated in the same way and do not all move up the hierarchy at the same pace. They may therefore have to offer different sets of incentives schemes from worker to worker. Herbert Herbert believed in a two factor theory of motivation. He argued that there were certain factors that a business could introduce that would directly motivate employees to work harder.

However there were also factors that would denominate an employee if not present but would not in themselves actually motivate employees to work harder.

Motivators are more concerned with the actual Job itself. For an example how interesting the work is and how much opportunity it gives for extra responsibility, recognition and promotion. Hygiene factors are factors which ‘surround the Job’ rather than the Job itself. For example an employee will only turn up to work if a business has provided a reasonable level of pay and safe working conditions but these factors will not make him work harder at his Job once he is there.

Herzog Dealer Tanat Duskiness’s snouts motivate employees Day patting a democratic approach to management and by improving the nature and content of the actual Job through certain methods.

Some of the methods managers could use to achieve this are as follows. Job enlargement – workers being given a wider task to perform which should make the work more interesting. Job enrichment – involves workers being given a wider range of more complex, interesting and challenging tasks surrounding a complete unit of work. This should give a greater sense of achievement