

# Example of case study on motivation case study

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



1. In the present situation, the focus of cutters is to maximize the number of pieces cut per hour as their wages are linked to that and hence, they are not concerned about the wastage of the fabric. The present situation has to be changed and new concept has to be introduced which would motivate the cutters to minimize the wastage while maintaining the speed of cutting the fabric. I, keeping this in view would understand the factors restraining cutters to minimize the fabric by ensuring that the die-cut doesn't break. The major factor identified to be is the lack of motivation in cutters and their prime concern remains only to cut maximum pieces in an hour. They need to be explained the benefits of judicious use of fabric to the company and the importance of cost-saving. I would give some knowledgeable sessions to the cutters explaining these points. Moreover, cutters have to be provided with some motivational factor to encourage them to reduce the wastage and this could be linked to monetary benefits like a voucher or cash prize to the cutter ensuring minimal wastage with maintained output of cut-pieces per hour. This could be a weekly exercise and the supervisor should recommend such cutter. Also, the concept of "Star of the Week" or recognizing and appreciating the cutter among the team of cutters who performed well in minimizing the wastage would also serve as the motivation for cutters to ensure the minimal wastage.

2. Using the Maslow theory of motivation and psychological needs of employees, this can be stated that presently the cutters are at the level where their psychological, safety and social needs are met with as they are able to earn wages, and belong to their team; however their esteem needs are not met with-in the company (Northcraft et al, 2002). To motivate cutters

to perform even better and adopt new goals of minimizing wastage, it would have to be linked with the recognition and accomplishment need. The cutters are not willing to minimize the wastage as their psychological needs are satisfied.

3. Cutters resist the innovation as they are satisfied with their present situation and are not inclined to upgrade the working condition as their basic psychological needs are met. Unless, they receive the motivation from the external environment which addresses their need of next psychological level, they will not be willing to be more efficient. They are not interested in innovation as they can't relate it to their own benefit and growth in the company. Their major concern remains that even if they adopt the innovation, how would it benefit them. They are unable to view the innovation as a benefit to themselves and hence, they are not willing to change their method of working.

4. The cutters have to be convinced that with the adoption of the innovation, company would be able to reduce its cost which would also lead to benefits for cutters. Moreover, they also need to be informed that the major wastage appears in their department which can be minimized. The comparison of departments of company in terms of wastage would also motivate the cutters to reduce the wastage. The performance linked incentive, cost-cutting incentive, and recognition department-wise and appreciation from department head would be some initiatives which can be introduced in the cutting department to encourage cutters to reduce the wastage.

## **References**

Northcraft, L. K. Stroh, M. A. Neale & C. Langlands. (2002). Organizational Behavior: A Management Challenge. Routledge.