



## Motivating Employees

**Overview:** This course explores the psychological theories of motivation and useful techniques to keep employees motivated at work. Participants will learn about the role that personality holds in motivation, how to identify their own and other's personality type and what the motivators are associated with each type. Participants will learn how to set goals, build a toolbox to encourage motivation in themselves and others and finally, learn how to create a motivational organization.

**Prerequisites:** There are no prerequisite requirements for this course.

**Course Length:** One Day

### **Course Content**

#### **Lesson 1: Getting Started**

Workshop Objectives  
Pre-Assignment Review

#### **Lesson 2: A Psychological Approach**

Herzberg's Theory of Motivation  
Maslow's Hierarchy of Needs  
The Two Models and Motivation

#### **Lesson 3: Object-Oriented Theory**

The Carrot  
The Whip  
The Plan

#### **Lesson 4: Using Reinforcement Theory**

A History of Reinforcement Theory  
Behavior Modification in Four Steps  
Appropriate Uses in the Workplace

#### **Lesson 5: Using Expectancy Theory**

A History of Expectancy Theory  
Understanding the Three Factors  
Using the Three Factors to Motivate in the Workplace

#### **Lesson 6: Personality's Role in Motivation**

Identifying Your Personality Type  
Identifying Others' Personality Type  
Motivators by Personality Type

#### **Lesson 7: Setting Goals**

Goals and Motivation  
Setting SMART Goals  
Evaluating and Adapting

#### **Lesson 8: A Personal Toolbox**

Building Your Own Motivational Plan  
Encouraging Growth and Development  
Getting Others to See the Glass Half-Full



**Lesson 9: Motivation on the Job**

The Key Factors

Creating a Motivational Organization

Creating a Motivational Job

**Lesson 10: Addressing Specific Morale Issues**

Dealing with Individual Morale Problems

Addressing Team Morale

What to Do When the Whole Company is De-Motivated

**Lesson 11: Keeping Yourself Motivated**

Identifying Personal Motivators

Maximizing Your Motivators

Evaluating and Adapting

**Lesson 12: Wrapping Up**

Words from the Wise