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# Employee Motivation

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## Course Content

This course will assist students in understanding and implementing strategies that will help to motivate their work force. This course is intended for new managers, especially those with direct reports, who are responsible for increasing employee motivation and job performance.

### Lessons include the following:

- Getting Started
  - Workshop Objectives
  - Pre-Assignment Review
- A Psychological Approach
  - Herzberg's Theory of Motivation
  - Maslow's Hierarchy of Needs
  - The Two Models and Motivation
  - Case Study
  - Module Two: Review Questions
- Object-Oriented Theory
  - The Carrot
  - The Whip
  - The Plant
  - Case Study
  - Module Three: Review Questions
- Using Reinforcement Theory
  - A History of Reinforcement Theory
  - Behavior Modification in Four Steps
  - Appropriate Uses in the Workplace
  - Case Study
  - Module Four: Review Questions
- Using Expectancy Theory
  - A History of Expectancy Theory
  - Understanding the Three Factors
  - Using the Three Factors to Motivate in the Workplace
  - Case Study
  - Module Five: Review Questions
- Personality's Role in Motivation
  - Identifying Your Personality Type
  - Identifying Others' Personality Type
  - Motivators by Personality Type
  - Case Study
  - Module Six: Review Questions
- Setting Goals
  - Goals and Motivation
  - Setting SMART Goal
  - Evaluating and Adapting
  - Case Study
  - Module Seven: Review Questions
- A Personal Toolbox
  - Building Your Own Motivational Plan
  - Encouraging Growth and Development
  - Getting Others to See the Glass Half-Full
  - Case Study
  - Module Eight: Review Questions
- Motivation on the Job
  - The Key Factors
  - Creating a Motivational Organization
  - Creating a Motivational Job
  - Case Study
  - Module Nine: Review Questions

- Addressing Specific Morale Issues
  - Dealing with Individual Morale Problems
  - Addressing Team Morale
  - What to Do When the Whole Company is De-Motivated
  - Case Study
  - Module Ten: Review Questions
- Keeping Yourself Motivated
  - Identifying Personal Motivators
  - Maximizing Your Motivators
  - Evaluating and Adapting
  - Case Study
  - Module Eleven: Review Questions