

SOS POLITICAL SCIENCE AND PUBLIC ADMINISTRATION

MBA HRD 402

SUBJECT NAME: MANPOWER POLICY AND PLANNING

UNIT-V

TOPIC NAME: MOTIVATIONAL ASPECTS OF HRD

Introduction

Human Resource Development (HRD) is the framework for helping employees develop their personal and organizational skills, knowledge, and abilities. Human resources development is one of the most significant opportunities that employees seek when they consider you as an employer. The ability, and encouragement, to continue to develop their skills help you to retain and motivate employees.

Human resources development refers to the management, training and improvement of employees. The end goal is to sharpen current skills and teach new ones to increase efficiency. When addressed properly, workplace motivation instills pride and a desire to excel. Such enthusiasm can be taught not through training but through your personal management abilities.

Definition

Motivation is defined as the feeling based on which a person acts or behaves regarding a particular task or activity. Motivation is a human psychology factor which drives or pushes a person to behave in a particular way. When the motivation is positive, a person is happy, energetic, enthusiastic & self-driven and when it is negative motivation, person is demoralized, sad, lethargic & pessimistic.

One of the most important concepts in Human resource development is motivation. For most companies, you can about how a particular employee is not motivated to carry out his or her work and hence their performance has seen a backseat. This is a key reason why most companies spend a huge amount of money in organizing training and recreational activities just to motivate their workers. Motivation is simply the drive or desire has in order to accomplish any work. For example, when a worker is faced with a particular task, it's motivation that will determine if such person will complete it as required or not. Furthermore, loss of competitiveness and underperformance can be linked to the absence of motivation, which results in a loss of productivity and resource of the company. This is the reason why before being hired, most HR managers will buttress a high level of motivation. There are different theories concerning motivation and we will discuss some of them. First of such theory to disc. The motivational aspects of Human resources development given below.

Motivational aspects of Human resources development:

Motivation is an important psychological factor for any individual as it defines the work, ambition and drive of that person to do any work. A person with high levels of motivation is motivated to do good quality work, help others, spread their energy and focus on achieving goals. On the contrary, a person with low levels of motivation, demotivates others, works shabbily and creates a negative atmosphere. Motivation is an important human factor in an individual's personal as well as professional life. Positive motivation for people is required in every field like business, sports, politics, entrepreneurship etc.

Motivation is driven by several aspects which influences the behavior and attitude of an individual. Based on the different factors and the kind of impact it has on a

person, there are different aspects of motivation. The different aspects of motivation in Human resources development are:



1. Intrinsic Motivation: Intrinsic motivation is the type of motivation which comes from within a person to do a task or achieve a particular goal. It is a feeling of being self-driven and achieving objectives for oneself. Intrinsic motivation is driven by motives like social acceptance, eating food, desires to achieve goals, biological needs etc.

2. Extrinsic Motivation: Extrinsic motivation is the type of motivation which drives an individual due to external forces or parameters. Some other person or organization motivates the individual to work hard to achieve certain goals or tasks. Extrinsic motivation is driven by motives like financial bonus, rewards, appreciation, promotion, punishment, demotion etc.

3. Positive Motivation: Positive motivation is the type of motivation which drives an individual by offering positive accolades and rewards for performing a task. In this type of motivation, the individual is rewarded by monetary benefits, promotions etc which drives an individual to work hard.

4. Negative Motivation: Negative motivation is a type of motivation where fear and threat are used as a parameter to get the work done. In this type of motivation, individuals are threatened with things like demotion, reducing benefits, withdrawing merits etc.

For every individual, all the types of motivation are interlinked based on which he or she takes an action. The resultant behavior of any person is basis the motivation types he or she has been influenced by.

5. Needs Assessment

The first step in HR development -- be it training, improvement or motivation -- is needs assessment. Increasing motivation requires you to pinpoint the exact areas of needed improvement. Start with a simple, anonymous questionnaire relating to personal goals and opinions about your business, employee satisfaction and management performance. Most of the questions should be open-ended, with simple "yes," "no" or "maybe" answers. Follow up with a final open-ended inquiry along the lines of "What can we do to help you achieve your goals?" Another appropriate question is "Can you suggest any areas of improvement?" With this information in hand, you can explore ways to make your staff happier.

6. Leadership

While being relaxed and informal may gain you friendship status among your staff, it is detrimental to motivation. The key here is to find middle ground between a

completely informal or an autocratic management style. First, enforce discipline in a professional manner. Do not scold, disparage or lecture employees; instead, document infractions and address the issue in private. Emphasize that you are not the enemy but simply want to avoid repeat mistakes to help employees thrive. Fair treatment is also important in this area. Discipline must be administered equally, and favoritism is not acceptable. Provide a written copy of your business' practices, policies and procedures to every employee so they know what the rules are. Finally, set an example. Show enthusiasm in everything you do so your staff knows which behaviors and practices are acceptable.

7. Concern

Because motivation is centered around employees, it's important that you show them appreciation and understanding. They're the foundation of your business, so treat them accordingly. Make it clear that your staff can approach you at any time to address issues. However, limit all conversations to private meetings and ask questions about how you can resolve the problem for them to make their job easier and more fulfilling. The same applies if a staff member's personal problems affect his work. Ask if there is anything you can do to help, even if he simply needs someone to talk to.

8. Rewards

Developing an effective reward system is a matter of balance. Ultimately, it falls into two broad categories: compensation and acknowledgment. Compensation includes raises, bonuses and prizes for top performers. Acknowledgement, on the other hand, is a simple "thank you" or "congratulations." However, you can't choose one or the other, as they're co-dependent. Compensation should be your main focus, while supporting employees through praise gives them an extra push to

perform well. Acknowledgment is fairly straightforward, and your monetary reward system should depend on your business. For example, if your company is sales-focused, you can offer prizes -- such as electronics or gift certificates -- to top salespeople in lieu of simple cash.