



# THE TIMES 100

Edition 14

## **Siemens: Motivation within a creative environment Lesson plan**

### **Content area**

- Motivation
- Scientific management
- Hierarchy of needs
- Satisfiers / dissatisfiers

### **Method**

This resource can be used for general classwork, homework or learning skills for investigation.

It is a good simple exercise in bringing the various terminologies together in understanding what it means, and how it can be used in context. This allows the pupils to bring out more in discussion and understand that the topics covered in Business Studies are not insular. The outcome will be by differentiation.

### **First Activity:**

Using the case study and any other resources, define the following words:

Engineering group; products; services; designed; manufactured; domestic appliances; innovation; invention; reverse engineering; skills; job description; job specification; competencies; apprenticeships; graduate schemes; recruitment; motivation; delegation; empowerment; productivity; fringe benefits; McGregor X and Y; Taylor; Scientific Management; Maslow Hierarchy of Needs; physiological needs; self esteem needs; self actualisation; status; promotion; training and development; global market; motivators / satisfiers; hygiene factors / dissatisfiers; bureaucracy; policies; procedure; culture; core values; absenteeism; loyal; efficiency; job specialisation; job recognition.

### **Second Activity**

Once you have completed the definitions link the following words together to form a paragraph. The words do not necessarily have to be in any order but must be in context of Siemens.



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## Questions

1. Which products has Siemens designed and manufactured?
2. How many employees does Siemens have worldwide?
3. What are the necessary skills to be an engineer?
4. How is motivation important to Siemens?
5. How might Frederick Taylor's theory go against Siemens culture, philosophy and process of producing new products?
6. Using Maslow's theory, explain how Siemens motivates its workforce.
7. What is the difference between a satisfier and dissatisfier?
8. What opportunities does Siemens offer for young people at all levels who want to enter engineering?

## Activities

- Using the case study and Siemens website, produce a collage of all the products / services that it has designed or manufactured.
- Research the opportunities available to young people that are being offered by Siemens and pass on your findings to your Careers officer / teacher in your school / college.
- Working in groups, find out 10 interesting facts about Siemens, put them together with the other groups findings and produce a poster about Siemens.

## Other resources

- MP3 download of the full case study
- Summary of the case study . 500 words
- Brief of the case study. for lower ability pupils
- Interactive online quizzes
- Revision theory:  
<http://www.thetimes100.co.uk/theory/theory--motivation--312.php>  
<http://www.thetimes100.co.uk/theory/theory--motivation-leadership--265.php>  
<http://www.thetimes100.co.uk/theory/theory--staff-training-development--402.php>
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