



THE TIMES 100

Edition 14

Siemens: Motivation within a creative environment.

Answer sheet

1. Which products has Siemens designed and manufactured?
List of products include traffic lights; gas turbines; scanners; generators; kettles; fridges; wind energy etc.
2. How many employees does Siemens have worldwide?
427000 employees worldwide.
3. What are the necessary skills to be an engineer?
Enquiring mind; logical thought; eye for detail; communications; problem solving; organised approach; self motivation.
4. How is motivation important to Siemens?
Without motivation Siemens would not produce as many products and therefore not make as much money.
5. How might Frederick Taylor's theory go against Siemens culture, philosophy and process of producing new products?
Engineering is about innovation and development and Taylor's theory says that workers should have limited tasks. This ultimately would stifle the creative process of the engineer and therefore the product would highly unlikely be created, or best case be produced but of poor quality as the engineer would be paid on jobs completed rather than quality of job completed.
6. Using Maslow's theory, explain how Siemens motivates its workforce.
Physiological and safety / security needs would be met by the strict health and safety and employment legislation which would mean that they have jobs and there would little chance of injury or not being paid. Social needs would occur with working in groups or socialising with the many employees within Siemens. With self esteem needs, schemes are run where suggestions and projects for improvement are rewarded. Through self actualisation, Siemens provides further training, development and promotional opportunities.
7. What is the difference between a satisfier and dissatisfier?
A satisfier is a motivating factor that may influence how people feel about their job e.g. promotion, financial incentives, recognition, responsibility etc. A dissatisfier is something about the job that causes dissatisfaction e.g. bureaucracy, leadership style, pay etc.



THE TIMES 100

8. What opportunities does Siemens offer for young people at all levels who want to enter engineering?

There are programmes for pupils with GCSEs, A Levels and degrees.