



**THE TIMES 100**

**BUSINESS CASE STUDIES**

## Teacher guide

### Motivation - ARM

#### Where does the lesson fit?

This session would fit in a People or Human Resources module as a general introduction to the meaning of motivation in the workplace and the importance of having a motivated workforce.



#### Suggested resources & activities related to motivation and ARM

- Full ARM case study
- Motivation PowerPoint
- Maslow's Hierarchy of Needs lesson resources
- ARM crossword
- ARM word search

#### Suggested timings for the session

5 mins	Starter e.g. ARM crossword
5 mins	Use the Motivation PowerPoint to discuss the topic
5 mins	Read the case study
10 mins	Questions
20 mins	Task . Motivation Plan
15 mins	What have you learned?

#### Answers to questions

1. What is motivation?

Motivation is the level of commitment individuals have to what they are doing. It is what makes people want to do or achieve a certain thing.

2. Explain the difference between intrinsic and extrinsic motivation.

Intrinsic motivation is driven from doing the job itself. Extrinsic motivation is concerned with factors outside the individual, such as rewards and promotions.



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3. Explain some of the ways that ARM motivates its workers.

Examples include:

- Team-working
- Communication
- Providing development and training opportunities
- Providing opportunities for career progression
- Reward schemes

4. Analyse the reasons why it is important for firms, like ARM, to have a motivated workforce

Motivated workforces tend to be:

- More productive
- Provide better quality products and services
- Provide better ideas for improvement
- More loyal and therefore have lower staff turnovers
- Absent less often

### **What have you learned?**

Expected learning would include:

- Motivation is the level of commitment individuals have to what they are doing.
- Motivation can be driven in a number of ways
- Intrinsic motivation comes from doing the job itself
- Extrinsic motivation is imposed on the individual e.g. rewards and promotions
- A motivated workforce has dual benefits . the individuals are happier in their work and the business benefits from having committed employees who are more productive etc
- Research suggests that 75% of workforces are neither engaged or disengaged, so there is a lot of scope for organisations to improve productivity by engaging their employees
- A 10% increase in employee commitment can lead to a 6% increase in employee effort.