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Motivation lesson suggestions & activities (Enterprise)

Learning outcomes

Students should be able to

- Define motivation and know some of the theories of motivation (AO1)
- Give examples of the different monetary and non-monetary methods of motivation (AO2) and analyse and discuss their use for different businesses (AO3/4)
- Analyse the benefits of motivation for business (AO3)

Starter activities

- **Enterprise word search** of the key terms
- **Ranking exercise** . students rank a range of motivational techniques according to what they think would be most important to them. This can prompt a discussion about motivation, motivational techniques and how individuals may be motivated by different things (*resource attached*).

Delivery ideas

- Use the **motivation slide show** to introduce the topic and apply theory in the context of a well known organisation . Enterprise.
- GCSE . After reading the introduction section of the **Enterprise case study**, pairs or small groups of students take one of the remaining sections each. They should create a presentation of the key facts about motivation within that section and how it applies to Enterprise. Their findings should then be fed back to the rest of the group.
- ~~Aq~~Level . After reading the **Enterprise case study**, students are given the following scenario...

A local car rental company has recently suffered from poor reviews about its service in the local newspaper. A number of staff have left recently and the owners are struggling to recruit new workers. The level of absenteeism among the remaining employees has also increased over the last six months. The owner of the business has asked you to develop a Motivational Programme for him to implement. Your work should include a definition of motivation and the expected benefits of having a motivated workforce, as well as your recommended programme of activities and techniques.

- **Motivation worksheet** (*resource attached*)

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Plenary activities

- Mini-plenary . **Catch Q&A.** Carry out a quick Q&A session to check understanding. To encourage kinaesthetic learners to get involved throw a koosh ball, bean bag or soft toy at the student you want to answer a question. If they struggle to answer then they can throw the ball to someone else for help. Only the person holding the ball should answer.
- **Motivation dominoes** (*resource attached*)
- **Enterprise crossword**

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Motivation ranking exercise

Cut out the following cards. Students are to rank them in order of importance, starting with the factor that is most likely to motivate them at work and finishing with the factor that is least likely to motivate them at work.

Impressive job title
High pay
Possibility of promotion
Recognition for your work
Pension scheme
Job security
Friendly working environment
Training
Company car
Feeling like you are making a difference

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Motivation worksheet (Enterprise)

What's in it for me?

I am learning...

- what motivation is and why it is important to business
- about the motivation theories and how they apply to organisations
- what businesses can do to ensure they have a motivated workforce

I am developing my skills as...

- a *self manager* by showing initiative, commitment and perseverance while carrying out the tasks

Task 1

Read through the Enterprise case study. Use the glossaries to help you learn the relevant terms, definitions and motivation theories.

Task 2

Use the **Enterprise case study** to answer the following questions. Then take the first letter of every answer and rearrange them to make a term relating to motivation.

1. What is the second word of the name given to Enterprise's customer satisfaction survey?
2. What is the term for the driving force that attracts a person to do something well?
3. What is the first name of the motivational theorist who thought that workers were only motivated by money?
4. What is the highest level of Maslow's Hierarchy of Needs?
5. On Enterprise's non-financial factors diagram, which factor is in the centre at the top?
6. On the same diagram of non-financial factors, what does Enterprise say that processes should be?

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7. What is the fourth item of the list of factors that help managers at Enterprise develop a positive culture?
8. In the system called 'The Vote' who is involved in suggesting improvements to others?
9. Working with passion and having a strong bond with the business are signs that a worker is what?
10. What can managers actively do to an employee's ideas so that changes can be made that will motivate the employee?

Add the first letter of each answer below:

Rearrange the letters to find a term related to motivation:

Task 3

Create a mind map about motivation which includes:

- Definition of motivation
- Theories of motivation
- Examples of what businesses can do to motivate the workforce
- Benefits of a motivated workforce

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Motivation dominoes

Cut out the domino cards and divide all but one between the players in a group. The remaining domino is to be placed on the table. The first player must try to match a term with a definition from their dominoes. If they can't go then the next player has a turn. The first player to lay all their dominoes is the winner

Frederick Taylor	The driving force that makes people want to do something or achieve a certain outcome
Frederick Herzberg	The motivational theorist who thought that workers needed close supervision and are only motivated by money
Motivators	The motivational theorist who developed the Two-Factor Theory
Hierarchy of needs	These are factors that can motivate but cannot cause dissatisfaction
Safety needs	The pyramid developed by Maslow which shows lower order needs at the bottom and higher order needs at the top
Hygiene factors	The type of needs that might be met by job security and pensions schemes
Staff turnover	The factors may cause dissatisfaction according to Herzberg, but cannot actually motivate

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Self-actualisation	If the workforce is happy and motivated, this is likely to be low
Pay	This need is all about fulfilling one's potential
Elton Mayo	According to Taylor, this is the only thing that motivates workers
Basic needs	This motivational theorist believed that social factors were more important motivators than pay
Teamwork	The first level of Maslow's Hierarchy of Needs
Social needs	Mayo believed that this was an important factor in motivating workers
Abraham Maslow	In the middle of the hierarchy of needs, this might be an important motivator for volunteer workers
Self-esteem needs	This motivational theorist devised the hierarchy of needs
Motivation	These needs may be satisfied by recognition of workers' achievements