

THE TIMES 100

Motivation teacher guide & answers – Enterprise

GCSE activity - presentations

Independent enquirers	Team workers	Effective participants	Self managers	Reflective learners	Creative thinkers
✓	✓		✓		

A' Level activity – motivation programme

Independent enquirers	Team workers	Effective participants	Self managers	Reflective learners	Creative thinkers
✓			✓		✓

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E-D students are likely to include a definition of the motivation and some motivational techniques which are applied in the context of a car rental company.

C-A students, in addition to the above, are likely to analyse the benefits of having a motivated workforce at the car rental company. They will also discuss why the selected promotional programme is suitable for the given scenario.

Motivation worksheet

The answers are:

1. Service
2. Motivation
3. Frederick
4. Self-actualisation
5. Trust
6. Efficient
7. Encouragement
8. Everyone
9. Engaged
10. Listen

And the term that the first letters spell out when rearranged is...

SELF ESTEEM

THE TIMES 100

Plenary – Dominoes answers

Motivation	The driving force that makes people want to do something or achieve a certain outcome
Frederick Taylor	The motivational theorist who thought that workers needed close supervision and are only motivated by money
Frederick Herzberg	The motivational theorist who developed the Two-Factor Theory
Motivators	These are factors that can motivate but cannot cause dissatisfaction
Hierarchy of needs	The pyramid developed by Maslow which shows lower order needs at the bottom and higher order needs at the top
Safety needs	The type of needs that might be met by job security and pensions schemes
Hygiene factors	The factors may cause dissatisfaction according to Herzberg, but cannot actually motivate
Staff turnover	If the workforce is happy and motivated, this is likely to be low
Self-actualisation	This need is all about fulfilling one's potential
Pay	According to Taylor, this is the only thing that motivates workers
Elton Mayo	This motivational theorist believed that social factors were more important motivators than pay
Basic needs	The first level of Maslow's Hierarchy of Needs
Teamwork	Mayo believed that this was an important factor in motivating workers
Social needs	In the middle of the hierarchy of needs, this might be an important motivator for volunteer workers
Abraham Maslow	This motivational theorist devised the hierarchy of needs
Self-esteem needs	These needs may be satisfied by recognition of workers' achievements