Teacher guide

Motivation – Virgin Media

Where does the lesson fit?

This session would fit in a human resources or people management module. It could be used following a general introduction to motivation when different theorists are being explored in more detail.

Suggested resources & activities related to motivation and Virgin Media

- Full Virgin Media case study
- MP3 of Virgin Media case study
- Motivation PowerPoint
- Virgin Media crossword
- Virgin Media word search

Suggested timings for the session

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

Answers to questions

1. What is motivation?
   Motivation involves attracting a person to do something because he or she wants to do it. Motivation can cause people to achieve things they wouldn't normally achieve.

2. List the five levels in Maslow's Hierarchy of Needs.
   The five levels are:
   - Basic/physiological
   - Safety
   - Social
   - Esteem
   - Self-actualisation

3. Explain how Virgin Media ensures Herzberg's 'motivators' are provided for its employees.
    Examples include:
    - Provision of opportunities to develop and progress within the business
    - Giving workers full training and extra responsibilities
    - Recognition of individuals who have worked above and beyond
    - Giving rewards to workers.

4. Analyse the importance of having a motivated workforce
    A motivated workforce is likely to:
    - Be more productive
    - Be happier and more satisfied
    - Produce work of a higher quality
    - Be absent less often
    - Have a lower labour turnover
    - Contribute to the development of the business.

What have you learned?
Expected learning is likely to include:
- Definition of motivation
- Examples of how workers can be motivated
- The importance of having a motivated workforce – loyal, more productive, more enthusiastic, lower absenteeism and labour turnover, contribute to development of the business.
- Herzberg's two-factor theory of motivation
- Mayo's human relations movement
- The levels in Maslow's hierarchy of needs
- Taylor's scientific management