

Meaning and Definitions of Motivation

The word motivation is derived from the Latin word which means 'to move'. Motivation is a psychological phenomenon which generates within an individual an urge to act in a certain manner. If an individual has some unfulfilled need, he will always be motivated to work more in order to satisfy the same. The behaviour of such individual will always be directed towards achievement of his needs. The process of motivation has three key elements viz: Intensity, direction and persistence. An individual's motivation towards his goal is explained by his intensity, direction and persistence of efforts towards his goal. The following equation can describe this phenomenon.

$$\text{Motivation} = \text{Intensity} * \text{Direction} * \text{Persistence of efforts}$$

- * Intensity is how strongly we put efforts to achieve our goal.
- * Direction in which efforts of an individual are directed determine how well an individual will perform. Efforts of an individual should always be directed in a direction which is beneficial.
- * Persistence is for how long an individual keep on working hard to achieve his goals.

The above discussion explains that the process of motivation starts with a need deficiency, which activates behaviour of an individual towards achievement of the goal or need. Following definitions of motivation will further elaborate the process of motivation:

* **According to Dublin**, "Motivation is the complex of forces starting and keeping a person at work in an organisation."

* **According to Berelson and Steiner**, "A Motivation is an inner state that energizes, activates or moves and directs or channels behaviour goals".

From the above definitions, following inferences about the motivation can be drawn:

- * Motivation is inner feeling which energizes a person to work more.
- * unfulfilled needs or desires of an individual prompt him to do a particular task.
- * A person always strives to fulfil his unsatisfied needs.

Importance of Motivation:

The importance of the concept of motivation in an organisational context is explained by following points:

- a) Motivated employees always search for better and novel ways of doing their tasks. When employees seek new ways of doing the things, they usually find them.
- b) Motivated employees are more conscious for quality of their work. Such employees contribute a lot in building image of the company amongst the customers as well as society.

c) Motivated employees are more productive than others.

d) All organisations need human resources in addition to non human resources in order to achieve their goals. The concept of motivation is catching attention because it not only motivates the employees perform better and go beyond their profile, but also help in retaining them.

e) Motivation is a highly complex phenomenon which is affected by and affects multiple factors in an organisational context. In order to understand why people behave in a certain manner in an organisation, understanding the concept of motivation is very necessary.