

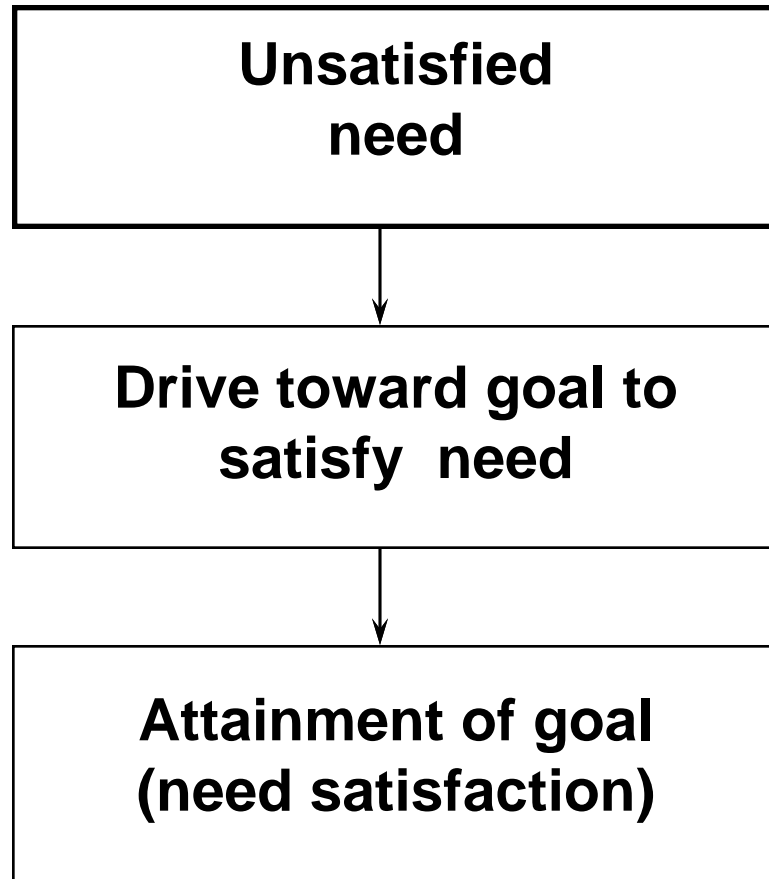
MOTIVATION

- **Urge in an individual to achieve a particular goal**
- **Be different from others and ready to work hard to reach your goal**
- **Do not stop thinking big**
- **Constant need to achieve**
- **Be open to take help from external sources**

Motivation and entrepreneurship development

The Nature of Motivation

The Basic Motivation Process



Motivation

is a psychological process through which unsatisfied wants or needs

lead to drives that that are aimed at goals or incentives

Motivation is the result of:

1. The expectancy that an effort will result in desired level of performance

2. The likelihood that the performance will be linked with important intrinsic and extrinsic (first and second level outcomes)

3. The value or attractiveness of the outcome or reward to the individual

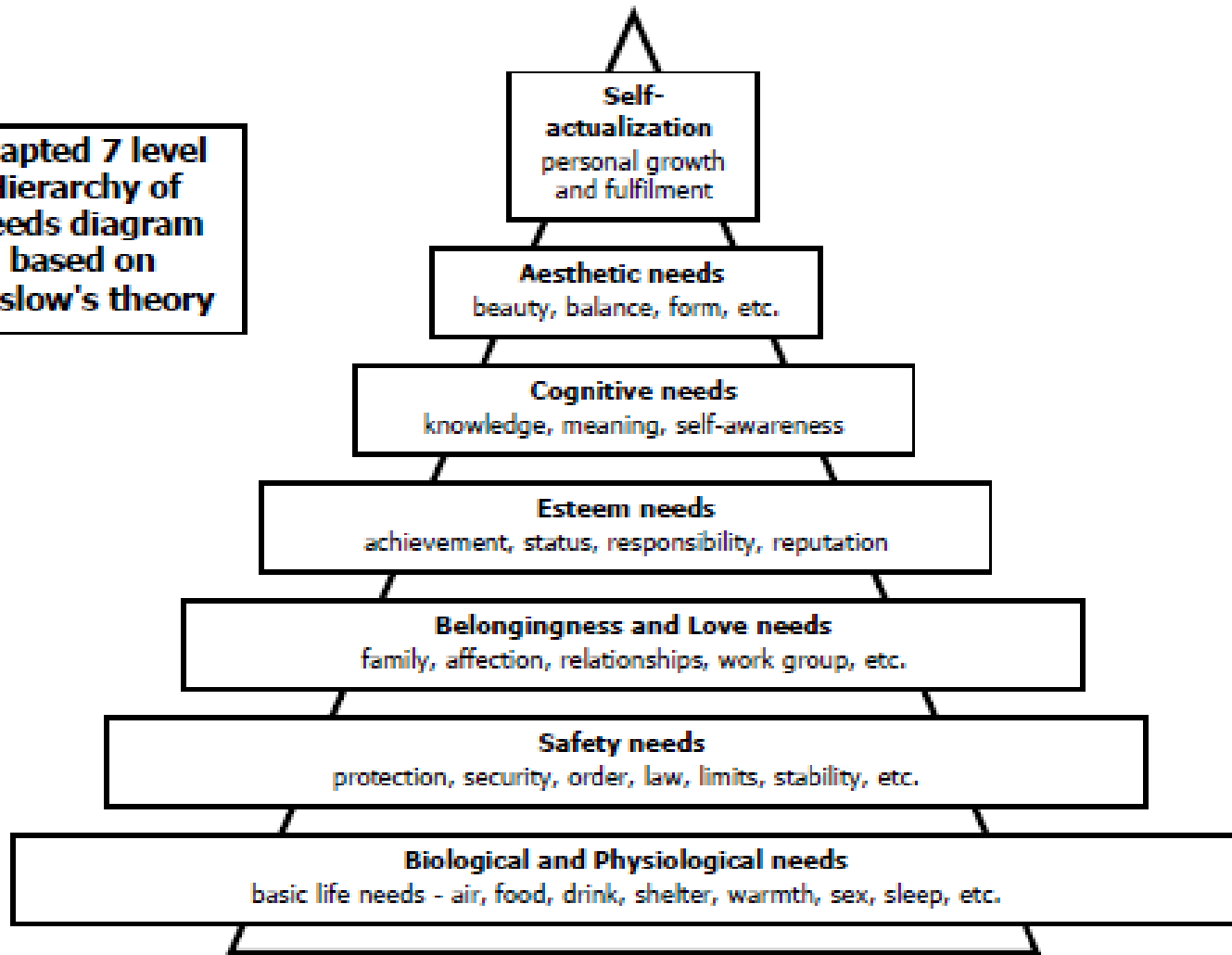
Motivation =

f (Effort performance)X(Performance rewards)X (Value of rewards)

Achievement Motivation Theory

- Need for Achievement: a desire to take on tasks and accomplish them satisfactorily
- Need for Affiliation: the desire of individuals to belong to a social group and to participate with others and create friendships
- Need for Power individuals are comfortable in executive positions where they can make decisions in highly competitive situations

**Adapted 7 level
Hierarchy of
Needs diagram
based on
Maslow's theory**



© design alan chapman 2001-7 - adapted by persons unknown based on [Maslow's Hierarchy of Needs](#)

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**Great works are performed not
by strength but by perseverance**

Two Frogs in Milk Pot