

# COMPARISON OF CONTENT THEORIES OF MOTIVATION

## *Maslow*

### **Self-Actualization**

- Highest need level.
  - Involves an individual's desire to realize full potential.
  - Can be satisfied without this level.
- 

### **Esteem**

#### *Self-esteem*

- Need for personal sense of accomplishment, mastery.

#### *Social-esteem*

- Need for respect, recognition, attention, and appreciation of others
- 

### **Social**

- Need for love, affection, sense of belonging in one's relationship
  - Dealings with friends, family, and colleagues falls in here.
- 

### **Safety and Security**

#### *Relationships*

- need for security in relationships

#### *Physical*

- need for security, protection from future threats, and stability.
- 

### **Physiological**

- Basic needs: food, water, etc.

## *ERG*

### **Growth**

- Desire for continued personal growth and development
- 

### **Relatedness**

- Desire to satisfy interpersonal relationships
- 

### **Existence**

- Desire for physiological and material well-being

## **Herzberg**

### **Motivation Factors**

- Improving factors leads to satisfaction, effort, and performance.
  - Related to job content; what employees actually do.
  - Factors:
    - (1) achievement
    - (2) recognition
    - (3) work itself
    - (4) responsibility
    - (5) advancement
    - (6) growth
- 

### **Hygiene Factors**

- Improving factors prevents dissatisfaction.
- Related to job environment more than nature of work itself.
- Factors:
  - (1) policies and procedures
  - (2) supervision
  - (3) relations with supervisor
  - (4) work conditions
  - (5) salary
  - (6) relations with peers
  - (7) personal life
  - (8) relations with subordinates
  - (9) status
  - (10) security

## **McClelland**

### **Need for Achievement**

- a drive to pursue and attain goals
  - accomplishment is important for its own sake
- 

### **Need for Competence**

- a desire to do quality work
  - want to develop skills
- 

### **Need for Power**

- desire to influence others
  - desire recognition of others
- 

### **Need for Affiliation**

- a drive to relate to people effectively
- desire for close relationships