# Role of Motivation in Organisation Growth

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*Abstract - The initial stage in creating effective business strategies often involves discovering solutions to essential inquiries, such as determining the factors that contribute to a company's success, identifying methods for promoting an efficient and productive workforce, optimising workflow processes, and ensuring that employees fulfil their assigned duties. Conducting investigations may yield novel concepts that a company can utilise to enhance deficient areas. Motivational deficiency can lead to various issues within an organisation, such as employee conflicts, decreased sales, reduced productivity, and insufficient customer engagement. Motivation is one of the various factors that contribute to successful outcomes. To gain insight into the significance of motivation in achieving business success, read on. This applies whether you aspire to work for an established organisation or establish your own enterprise.*

*Keywords - Motivation, productive endeavours, survival, recognition, self-capabilities*

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## INTRODUCTION

The concept of "motivation" is widely used throughout the disciplines of education, sociology, psychology, and economics. Psychologists contend that motivation is a dynamic process in which internal and external influences interact to form and sustain behaviour. They say this is the case because motivation is a dynamic process. Academics have referred to "a person's enthusiasm and goal orientation" as the definition of motivation in the context of the political realm. Those that are motivated have more defined behavioural expectations for themselves, which makes it more probable that they will create and accomplish specific objectives.

Individuals want to feel inspired while they are at work so that they will put out their best effort towards accomplishing the tasks they have been assigned. Motivation may be defined as "the inclination to conduct on purpose in order to accomplish specific, unfulfilled objectives and the desire to succeed, as well as the internal forces that drive individual desires," as stated by Ray Williams (2013). Inspired workers result in higher levels of production, which in turn improves an organization's bottom line. When employees are motivated to perform at their highest levels, it is beneficial to the company financially. They will have a better feeling of belonging with the organisation, which will improve both their desire to achieve as well as their motivation. However a lack of desire at work may result in a range of issues for companies, including

greater tardiness and absenteeism, higher turnover rates, and deterioration of mental health among employees.

**Why is it so critical to ensure that you continue to encourage yourself (motivation)?**

The importance of inspiration to the achievement of one's goals cannot be overstated. Those who are driven are able to complete their task on time, but those who are not motivated often fall behind. Those who are inspired perform at a far higher level than people who are not inspired, and people who are inspired accomplish considerably more than uninspired people do.

**1) Productive endeavours**

As compared with their less inspired colleagues, employees who are motivated put in a greater amount of effort, which results in higher productivity. They utilise resources in a more responsible and conscientious manner than other organisations. As a direct consequence of this, the final product's overall quality will be elevated. As a result, business profitability will improve (Poudyal et al., 2012).

Although while the majority of workers just report to work and do their assigned tasks, highly motivated individuals have additional personal objectives that are aligned with those of the organisation. As they are all working towards the same goal, motivated

employees will make better use of the resources provided by the organisation (Singla, 2009). As a consequence of this, the chances of the firm becoming successful and expanding its revenue are significantly improved.

## 2) Productivity Boost

It's possible that people's output might increase if they were more enthused about the work they did. Also, it is an indication of an enhanced level of production.

An effective company makes the most of the efforts put in by its staff in order to achieve the required result without resorting to the addition of more resources. One of the most important measures of an organization's overall health is the degree of employee motivation. Employees are encouraged to think about how they may maximise not just their personal productivity but also the productivity of the organisation via the use of incentives. Quoting Singla (2009)

## 3) Smarter investment in people

It is the duty of companies to keep their staff motivated and inspired in order for them to reach the objectives they have set for themselves. Because of this, they will be in a position to make more effective use of the resources available to the company. It is not impossible that their wisdom and expertise will be of use to them in achieving their goals.

## 4) Decline in strike and conflict

The relationship between management and their workforce may be improved via the use of incentives. If employees are allowed a say in the decisions that affect them, it is possible that they will be more motivated, and miscommunications may be avoided.

## MOTIVATION THEORIES ON EMPLOYS

### Maslow Hierarchy

Abraham Maslow, a psychologist from the United States, was quite active in the field at that time. In 1943, Maslow released the first version of his hierarchy of wants for public consumption. He said that all men are basically the same and that we all go about our days striving to please the same underlying urge. He also stated that all men are fundamentally the same (Dell, 1993). In order to demonstrate this, he developed what he referred to as a "ladder of needs." Since the most fundamental human need is to ensure one's continued existence, it is essential to begin at the bottom of the hierarchy and work one's way up. He ranked the needs from most important to least important. According to Maslow's hierarchy of needs theory, in order to meet higher order requirements, one's basic needs must first be fulfilled. According to Maslow, this is because the fulfilment of basic needs is the foundation upon which the construction of more

complex wants takes place (Maslow 1987). However, Bruce and Pepitone (1999) recommend that after temporarily abandoning lower level wants and desires while working towards higher level requirements, immediate attention should be paid to those needs and desires as soon as possible once the higher level criteria have been met. This immediate attention should be paid as soon as possible after the higher level criteria have been met. The practise of postponing mealtimes if one is engaged in an activity that is constructive is one that might be drawn from this train of thinking as a possible practise. In order to complete his task and feel a feeling of achievement, he is prepared to deny himself food, which is one of the most basic requirements of existence (fourth level need). Since he is certain that he will be able to eat supper if he is successful in completing the assignment on time, he is willing to engage in the transaction.



**Figure 1: Need based Maslow Hierarchy**

### 1) Survival

The fulfilment of a person's physiological requirements, including thirst, hunger, the need to be sexual, the need for warmth and shelter, the want to sleep, and even the need to pee, is one of the most important conditions that must be met for life to continue (Maslow, 1987).

Despite the fact that employees are largely responsible for completing these standards, employers may nonetheless provide a helpful hand by, for instance, offering paid time off or health insurance for their workers (and possibly for their family too)

### 2) Safety

Workers have the right to work in an environment that provides them with a sense of safety and security while they are on the job. Furthermore included in this category are a person's emotional and mental state in general, in addition to their physical health. A higher feeling of inner serenity is experienced by employees when they are certain of receiving a consistent wage and given a safe environment in which to carry out their professional responsibilities.

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### 3) Belongings

According to Maslow's theory, in order for individuals to flourish, they need a number of different love-related experiences, such as acceptance, love, friendship, and affection, as well as a feeling of belonging to a community (1987). Maintaining solid relationships with both one's superiors and one's contemporaries is critical to one's ability to grow professionally in their chosen pitch. Others have made a similar point by referring to this using the term "connection requirements" (Buchanan and Huczynski, 2017).

### 4) Recognition

The kind of value that we create is called self-respect, and appreciation for other people is something that grows inside us throughout the course of our life as we interact with more and more people. The concept of a person's opinion of themselves as well as the value that they put on themselves is referred to as their "self-esteem." Because of the activities of other individuals, we have been afforded a number of additional forms of acknowledgement, including acceptability, status, attention, autonomy, and respect. They have been given upon us (Maslow, 1998). Employees may be aided in accomplishing their goals by the use of a number of different tactics, including the provision of praise and encouragement. When this need is fulfilled, it is possible for a person to experience feelings of inadequacy or impotence. These feelings may be triggered by a loss of control (Buchanan &Huczunski, 2017).

### 5) One's Own Capabilities

The urge to feel that one's life has a purpose or has some kind of significance comes in at the top of Maslow's hierarchy of wants. The sum of a person's worth is determined by a number of criteria, including their general competence, the professional skill sets they possess, what they have done, the amount of personal growth they have had, and so on. When they are on the job, employees have the freedom to freely express who they really are. According to Maslow, the stage of human development that is most significant and represents the pinnacle of achievement is self-awareness (Buchanan &Huczynski, 2017).

The fact that Maslow's theory places needs in a hierarchy is one of the main points of contention with regard to the theory. There is no need to treat the hypothetical hierarchy that Maslow constructed as if it were a hard and fast rule. Insufficient quantities of testing have been performed on the model in the laboratory. The theory was also criticised for its inability to effectively characterise the expectations of people and for its inability to accurately predict the behaviours of individuals functioning within a culture or organisation. Both of these shortcomings were cited as reasons for the criticism (Buchanan and Huczynski, 2017). According to Adair (2006), a number of distinct theories postulate that requirements that are positioned on the same level of Maslow's hierarchy of needs may coexist.

In spite of the fact that the idea was not conceived with any particular organisations in mind, it has won universal support and is having an effect on the management practises of many organisations. It had a considerable effect on a number of aspects of management, including the practise of paying employees and other administrative behaviours all over the world. As an example, it was one of the key elements that contributed to the advent of the industrial revolution. (Buchanan and Huczynski, 2017) (Buchanan and Huczynski).

Clayton Alderfer provided a three-tiered breakdown of human need in his presentation, which was grounded on Maslow's theory of the hierarchy of needs. Alderfer's argument in response was that the value of his own three categories surpassed that of Maslow's five categories. The ERG theory takes into consideration all of its component elements, including the requirements for its existence, the requirements for its linked parts, and the requirements for its growth. For example, the ERG theory takes into account the requirements for its connected parts. Table 1 outlines the many ways in which these two ideas are connected to one another. (Buchanan and Huczynski, 2014).

**Table 1. It is possible to demonstrate that there is a connection between the theory of Alderfer and the hierarchy of needs that Maslow put up (Buchanan and Huczynski, 2004)**

| Alderfer's ERG theory | Maslow's Hierarchy of needs |
|---|---|
| Existence needs | Physiological and safety needs |
| Related needs | Affiliation and esteem needs |
| Growth needs | Self-actualization |

Others are of the opinion that the ERG is most effective when carried out in a clinical setting, such as a hospital or other institution. Individuals are more likely to settle for more feasible goals, according to Alderfer's idea, when they allow themselves to get dejected while pursuing more ambitious goals (Buchanan and Huczynski, 2004).

### The analysis based on the two-factor technique developed by Herzberg

Frederick Herzberg, an American psychologist, is credited with developing the two-factor theory in the 1950s. The idea was based on the correlation between two factors. Herzberg and his team were the ones who carried out the study on the topic of happiness in the workplace. After doing the research, they devised a model that consisted of two separate parts as a consequence of their findings. Its layout takes into account both hygienic and motivational considerations simultaneously. When used in greater quantities, the employment of motivators has the potential to increase one's level of enjoyment. It is possible for individuals to have

emotions of unhappiness as a result of ignoring their demand for a clean environment (Buchanan and Huczynski, 2017).

Strong kinds of motivation include, but are not limited to, exertion of effort, commitment to a cause, the anticipation of reward, the satisfaction of accomplishing a goal, and the ongoing quest for personal growth. Although if the absence of incentives is not the primary cause of worker dissatisfaction and disinterest in their employment, this does not imply that workers will not experience these sentiments. On the contrary, it only means that these feelings will be less intense. A person's degree of personal hygiene may be affected by a variety of factors, including the regulations of an organisation, the physical and social environment in which they live, as well as their social and professional networks. The happiness and contentment of an employee are directly correlated to the level of motivation they get. If it is weakened or eliminated totally, it will lead to unhappiness within the labour force and will inhibit the emergence of new forms of inspiration (Herzberg, 2008).

According to Herzberg (2008), the needs that are located higher up on Maslow's hierarchy are the ones that are met by the various motivators. One's capacity to be successful in their professional life might be hindered by an obsession with maintaining their own personal cleanliness, which fulfils criteria that are not as stringent. Nonetheless, having both is required in order to make people's lives a little bit simpler when they are working in an office setting.

According to Luecke (2002), even while money may be able to help in the short term, it can never be a solution to a problem in the long run. This is true even if money does help in the short term. A life that the person living it perceives as having more of a purpose or significance is one that will bring that person more happiness. The accumulation of the biggest potential quantity of riches is not something that should be the major focus of anyone's life. According to Herzberg, "hygiene" factors include things like social standing and the consistency of one's work environment. In spite of this, traditional techniques of enticement continue to provide better results (Furnham et al., 2009).

Others have pointed out that the idea is flawed since it does not take into account the unique characteristics that each person has, which they believe should be taken into account (Buchanan and Huczynski, 2017).

### Explanation of the Theory of Motivated Behaviour

People go to work every day with the assumption that they would be inspired to exert more effort and come up with more ideas than they did the previous day. People are often prompted to take action as a response to pressures from the outside world, such as financial incentives or constructive criticism. People may be internally driven by things such as their interests, their emotions, or the values they hold for the long term. These things may also be values they hold for themselves.

The study of human behaviour and personality may benefit from the use of a theoretical framework that is provided by the idea of self-determination. Depending on the circumstances, the amounts of drive and initiative that people possess may either be assisted or impeded by the socioeconomic and cultural factors that exist. The theory is capable of properly predicting a wide range of different situations.

### Self-Determination Theory

In the context of the cognitive evaluation theory, the specific characteristics of an individual's intrinsic motivation are of utmost significance (CET). This paradigm relies heavily on the concept that an individual should aim towards increasing their level of personal pleasure to the greatest possible extent. This idea has the potential to come to life via the rummaging about and pretend play of children. Yet, if a person experiences the underlying desire that is regarded to be the foundation of creativity, then they may be able to preserve their creative talents throughout their whole life. Creativity is thought to be a trait that is innately passed on from generation to generation. This is due to the perception that the drive itself is the source of creative output. The major focus of attention that is placed in CET is on the financial benefits that come with intrinsic motivation. A person's feelings of intrinsic drive and interest may be strengthened by using incentives, social influence, and attachment with their own personality. This can be done in a number of different ways. The capacity to inspire oneself from the inside out is a skill that is valuable in a wide variety of vocations, including the creative industries, athletics, and others. It is very vital to nurture a feeling of competence and autonomy in order to construct a feeling of internal motivation. This is something that may be done via practise.

The Organismic Integration Theory is used as a framework for conducting research and analysis on a variety of aspects of external motivation, including its many forms, characteristics, and potential sources, as well as the effects of this form of motivation. Within the realm of instrumentality, one can differentiate between three distinct categories: regulation, introjection identification, and integration. These are the three main aspects of instrumentality. a bigger

The idea that people differ in the degree to which they are inclined to change their behaviour in response to changes in their environment is the central tenet of the Causality Orientations Theory. This idea was developed to explain why people behave in the ways that they do (COT). The COT

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recognises and investigates three distinct causes, which are as follows in order of importance:

- People's actions are motivated by their own self-interest and the importance they place on the situation.
- The control mindset, which values praise, success, and material gain above everything else.
- Anxiety over one's own competence characterises the impersonal approach.

The fundamental psychological needs hypothesis provides a detailed analysis of the qualities of psychological prerequisites as well as the manner in which these requirements are associated to a person's psychological health and well-being. In order for a person in BPNT to successfully establish their autonomy, competence, and relatedness, they need to be in the best possible psychological health. According to this theory, in order for the concept to work correctly, each of the three conditions must first be met. The foundations of survival are transferable to whatever setting you could find yourself in.

The GCT draws a line between the outcomes that are brought about by intrinsic goals and those that are brought about by extrinsic goals. It is feasible that accomplishing one's goals would improve one's health as well as the amount of enjoyment they experience. The pursuit of extrinsic goals, which can include monetary success, physical attractiveness, and renown, is in competition with the pursuit of intrinsic goals, which can include belonging to a community, developing meaningful connections, and maturing as a person.

The relational theory of motivation looks into a number of different interactions, including those that involve intimate personal ties like love partners and closest friends (RMT). These relationships are beneficial to their health and absolutely necessary for the upkeep of their health as they satisfy a fundamental need that is inherent to the human condition. Expertise and autonomy are two characteristics that may be satisfied by connections of the greatest calibre.

## CONCLUSION

In conclusion, the role of motivation in organizational growth is undeniable and paramount. Motivated employees are the driving force behind an organization's success, as their enthusiasm, commitment, and determination directly contribute to achieving goals and targets. A motivated workforce not only enhances productivity and efficiency but also fosters a positive work environment that attracts and retains top talent. Motivation is a key ingredient in organizational growth. It empowers employees, fosters innovation, and creates a positive work environment that drives productivity and success. Organizations that prioritize and nurture motivation will reap the benefits of a thriving workforce, increased efficiency, and sustainable growth in the long run.

## CONFLICT OF INTEREST

None

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