



Motivation & Engagement

Overview

Whether you're an employee with a team or one without a team, when you think of engagement and motivation, many things come to mind. For example, as a manager you might think that more money, a bigger office, a promotion, or a better quality of life would motivate team members. Conversely, if you're focused on motivating customers and clients, you might think of ways to make your interactions easier. The truth is, no matter what we offer people, true motivation must come from within. In this course participants will learn how to engage people and become great motivators using popular motivational and engagement models.

Learning Objectives

- Learn how attitude and actions can determine level of engagement
- Motivation for individuals and teams
- Sustain an energetic level driving others forward
- Know your vision and share your vision
- Delegate responsibility but be accountable
- Establish trust and align others to reach a common goal
- Drive towards excellence in yourself and others

Course Agenda

Module 1— Attitudes & Actions

- What are Attitudes?
- Cognitive Dissonance & Attitudes
- Causes
 - Forced Compliance
 - New Information
 - Decisions
 - Influences
- Types of attitudes
 - Job Satisfaction
 - Job Involvement
 - Organizational Commitment
 - Perceived Organizational Support
 - Employee Engagement
- 3 reasons people are unmotivated

Module 2- Understanding Motivation

- What is motivation?
- Why is it important?
- 3 Main types of motivators
 - The carrot
 - The Whip
 - The plant

Module 3—Motivational Theories

- Maslow's Hierarchy of Needs
- Herzberg's Motivational versus maintenance (or hygiene) factors
- **Supervisor's versus Higher Management's Role**
- Reinforcement theory of motivation
- Behavior Modification in 4 steps
- Appropriate use in workplace
- Appropriate use with clients

Module 4 - Motivating Others

- What can you do to motivate others?
- McClelland's Human Motivation Theory
- Importance of trust
- 6 ways to build trust
- Plan of Action