

# MOTIVATION FACTORS

## MASLOW

## HERZBERG

<b>SELF ACTUALIZATION NEED</b>	<b>MOTIVATIONAL FACTORS</b>  The work itself Challenging work Recognition
<b>EGO NEED</b>	

### INTANGIBLES

### TANGIBLES

<b>SOCIAL NEED</b>	<b>HYGIENE FACTORS</b>  Friendly co-workers Good working conditions Insurance Benefits Pensions Job security
<b>SECURITY NEED</b>	
<b>BASIC SURVIVAL NEEDS</b>	



OPINIONS AND FEELINGS ARE FREQUENTLY A PERSONAL TRIUMPH OVER GOOD THINKING  
YOU DEFINE REALITY BY WHAT YOU KNOW, WHAT YOU BELIEVE, AND WHAT YOU DO ABOUT IT.