

MOTIVATION FACTORS

MASLOW

HERZBERG

SELF ACTUALIZATION NEED	MOTIVATIONAL FACTORS The work itself Challenging work Recognition
EGO NEED	

INTANGIBLES

TANGIBLES

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



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.