



Unit II – Leadership Skills

Chapter 3 - Motivation

Section 1 – Motivation and Human Needs



What You Will Learn to Do

Understand what motivates people



Objectives

1. Explain the hierarchy of human needs
2. Describe goals and motivation



Key Terms

Motivation -

The inner force that drives people to act

Hierarchy -

A ranking or series of steps that follows a specific order; for example, largest to smallest

Self-Actualization -

The process of becoming what you are capable of becoming



Key Terms

Goal -

An external aim, or end, to which one directs one's efforts

Incentive -

Something that incites or has a tendency to incite to determination or action



Hierarchy of Human Needs

Ever wondered what makes people do the things they do?

Effective leaders know that humans behave in a way that they feel satisfies their needs.

They also know people will act if they can come up with a positive answer to the question **“What’s in it for me?”**



Hierarchy of Human Needs

Basic human needs are:



Water



Food



Safety

The more complex human needs like **respect** and **acceptance**, may be much harder to satisfy.



Hierarchy of Human Needs

Two things that all theories of human behavior have in common:

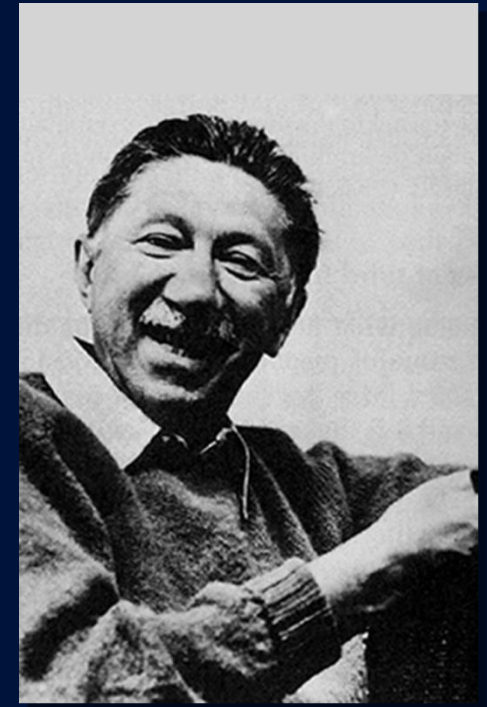


1. They all deal with both the **inside** and the **outside** of a person.
2. They all describe a series of steps or **levels of human motivation**.



Maslow's Hierarchy of Human Needs

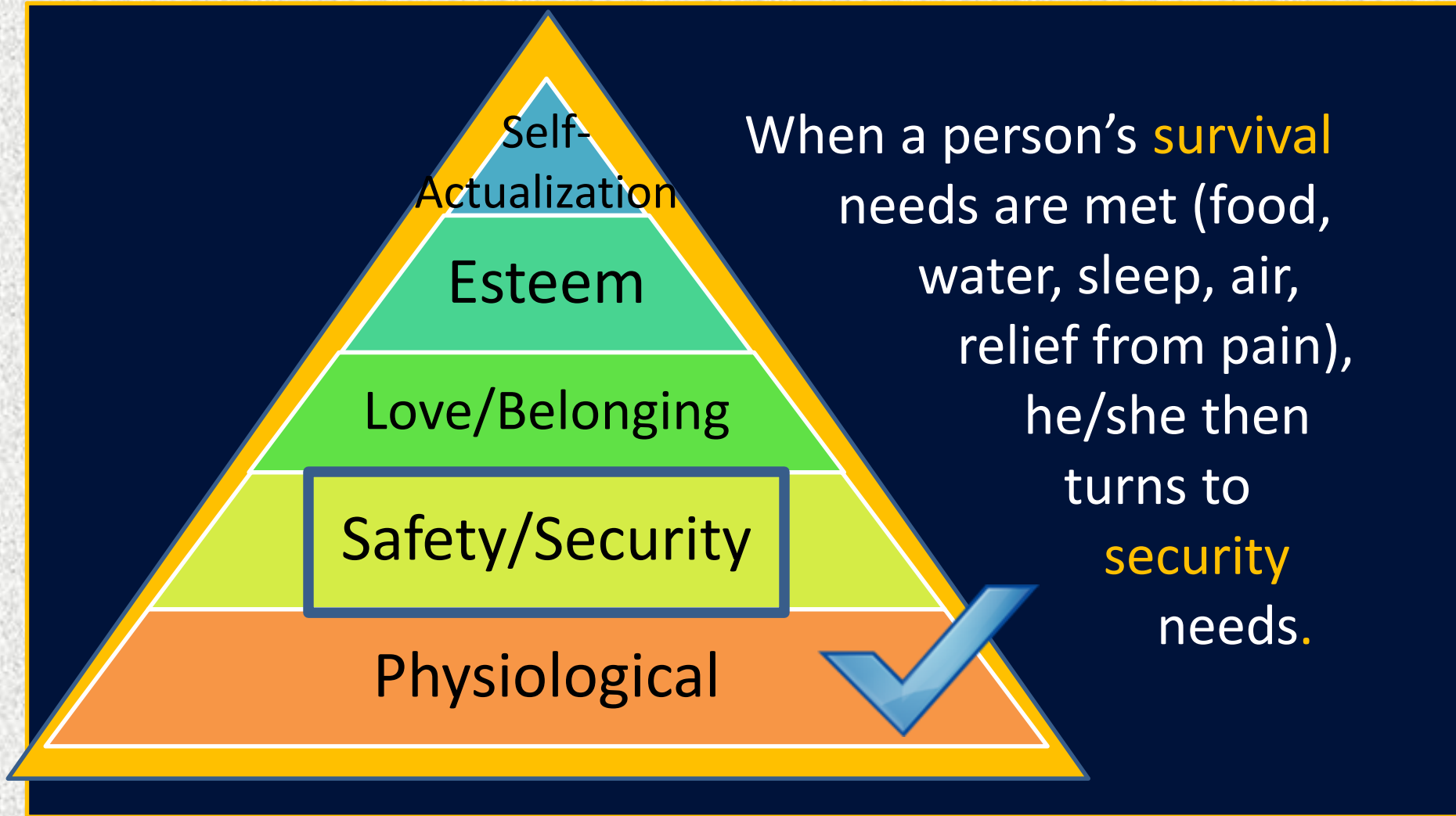
- Created to describe people's motivations
- Moves from most basic (**lowest level**) to most complex needs (**highest level**)
- He believed that people must satisfy the needs at each level before moving on to the next



Abraham Maslow

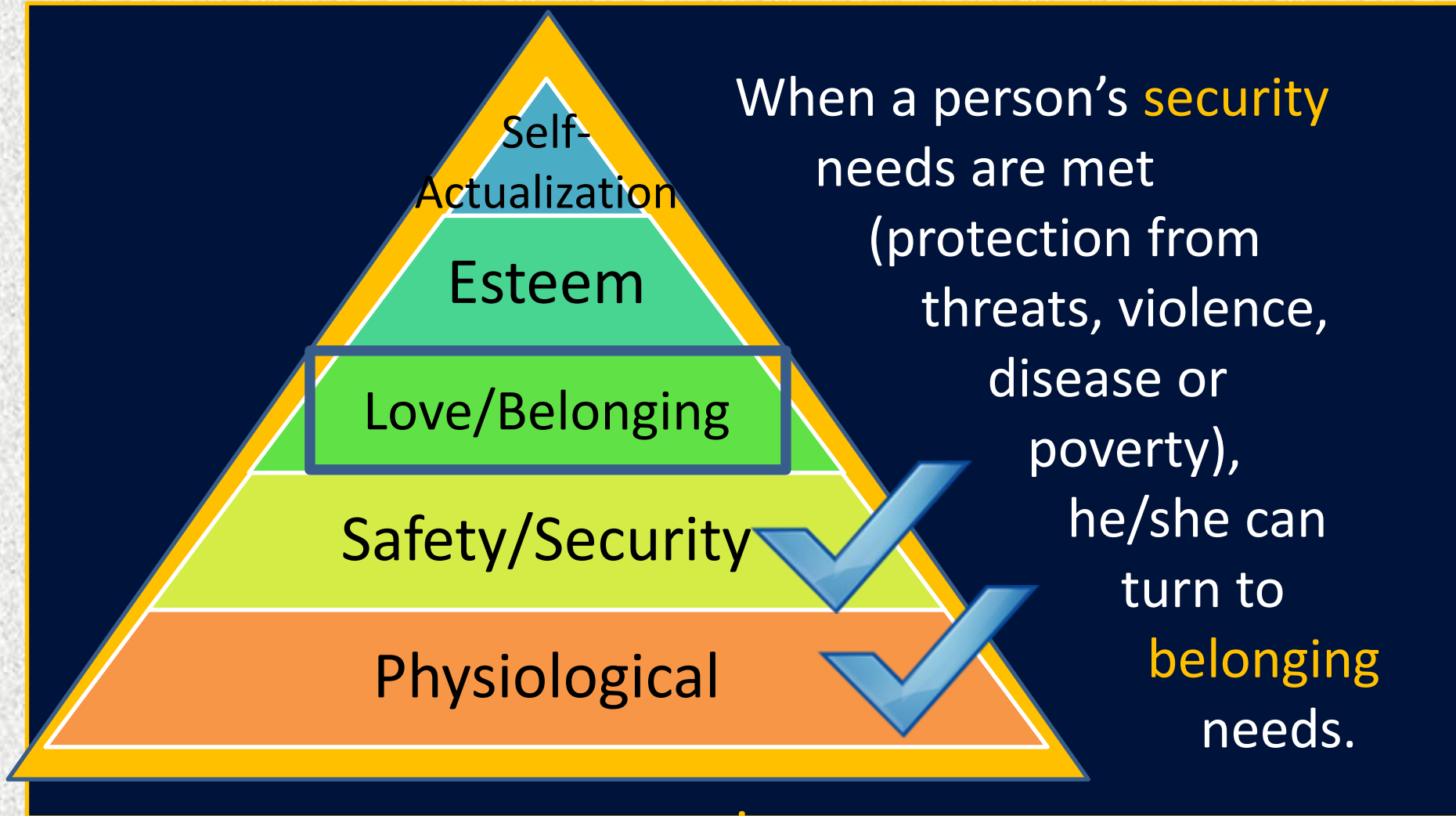


Maslow's Hierarchy of Human Needs



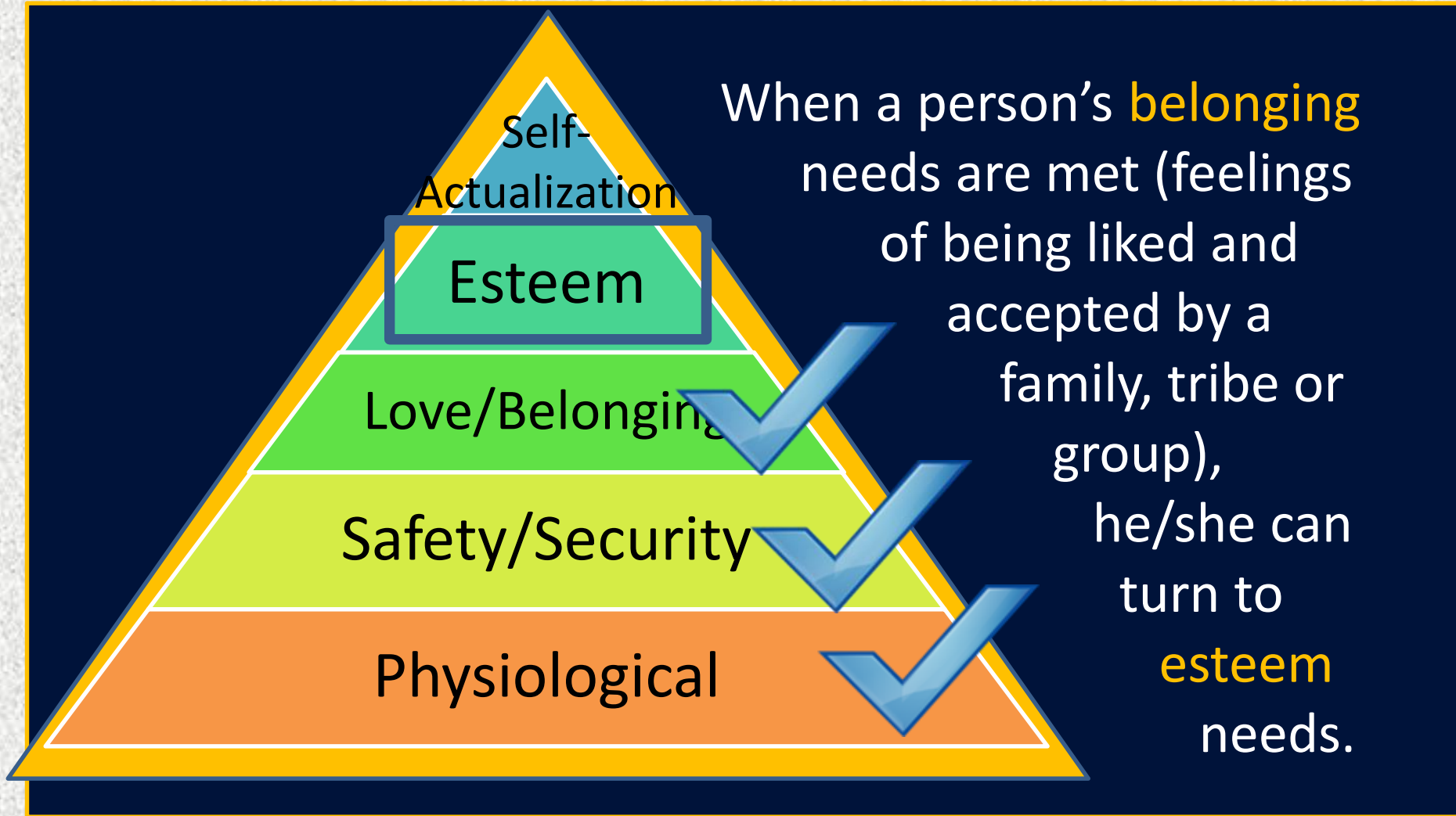


Maslow's Hierarchy of Human Needs



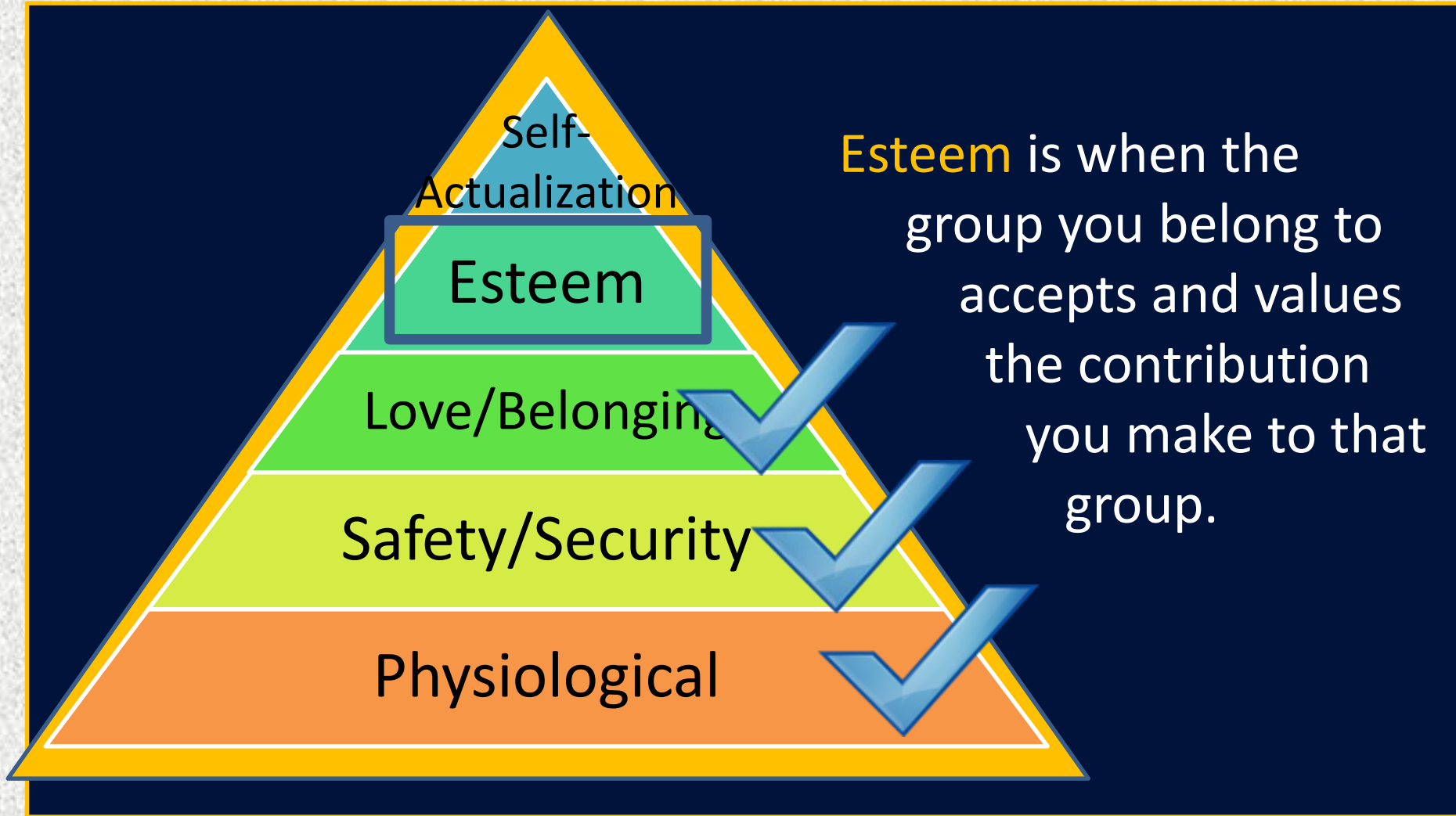


Maslow's Hierarchy of Human Needs



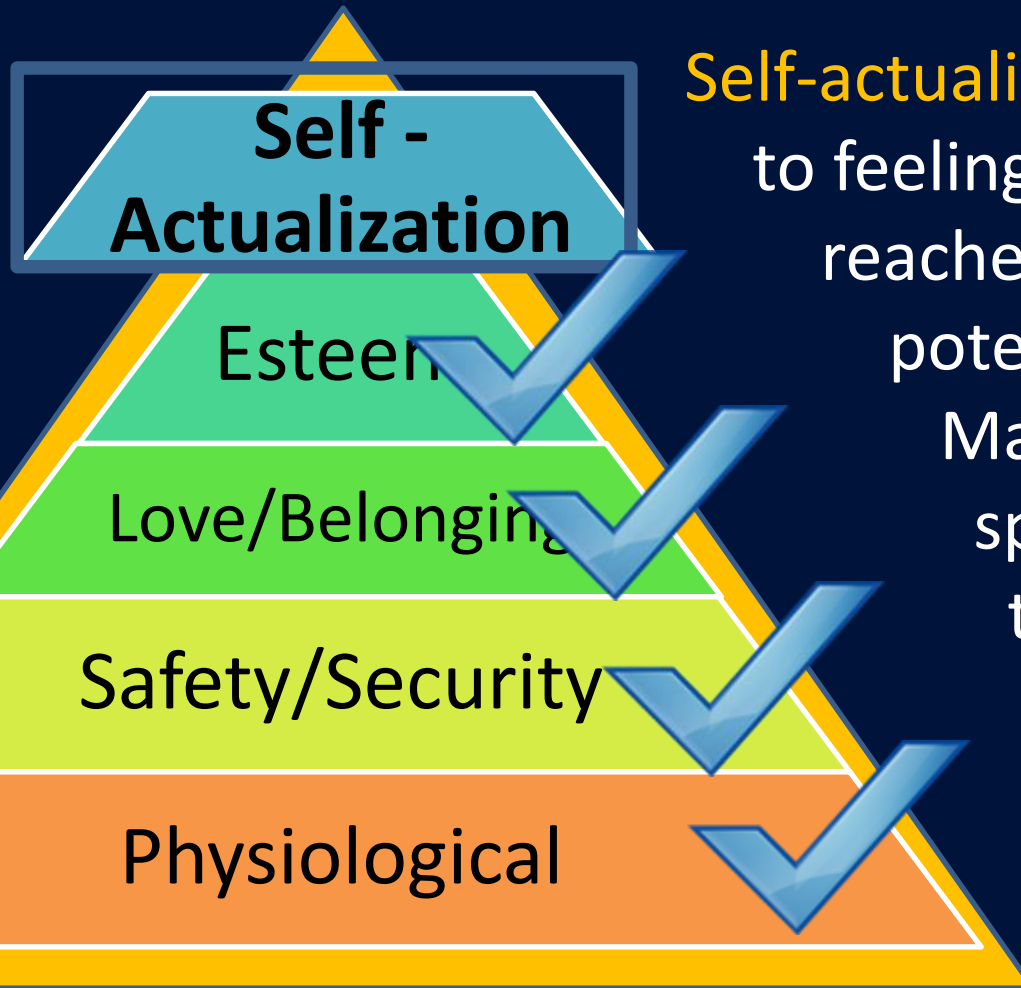


Maslow's Hierarchy of Human Needs





Maslow's Hierarchy of Human Needs



Self-actualization refers to feeling that you reached your full potential in life. Many people spend so much time at the lower levels they never reach this level.



Goals and Motivation

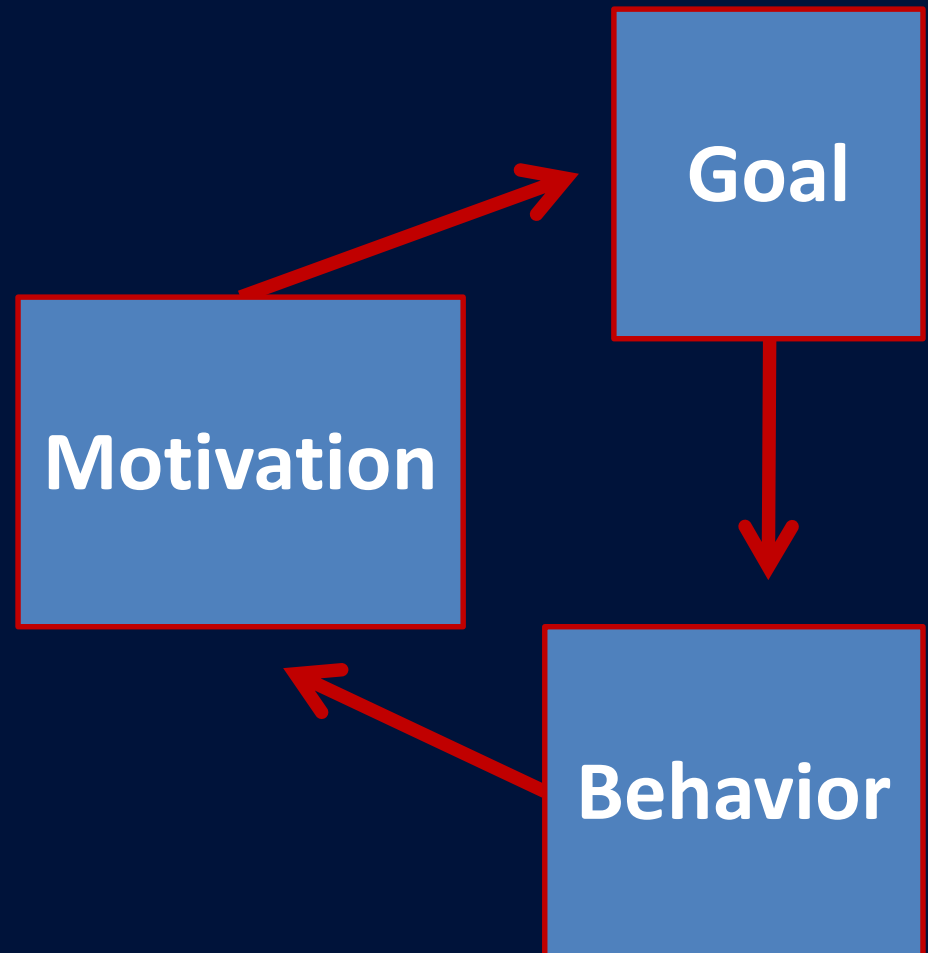
Every person is different – and finds different purposes in life. They are driven by their **goals**.





The Cycle of Goal-Directed Activity

- **Motivation** to select a goal
- **Goal** selected
- **Behavior** selected to achieve the goal
- **Motivation** to continue the behavior so that goal is realized
- Cycle repeats...





Two Types of Motivation

- **Internal (intrinsic) -**
motivation comes from feelings you have within you, or feelings you want to have.

Examples: affiliation with a group, achievement, power, wisdom, security

- **External (extrinsic) –**
motivation comes from someone or something outside you

Examples: money, food, threats, status, awards or recognition



Two Types of Motivation

It's important to note that sometimes you can have both **internal** and **external** motivation for something .



The lines to distinguish between the two can get blurred.

Some theories say that **all motivation** is intrinsic.



Positive and Negative Approaches

Different people are motivated by different things such as money, approval, opportunity for learning, and status.



An effective leader figures out what motivates each member of his team, and if any of their needs are not being met. Then the leader takes action in a positive way to address the needs.



Positive and Negative Approaches

In contrast, a leader who employs a **negative approach** to motivation uses punishment or disciplinary action for a team member who is not performing.

The goal of military discipline is to teach the offender (and others) that the behavior shown is unacceptable. This is called the ***deterrent theory of discipline***.



Positive and Negative Approaches

Negative approaches to motivate should always be

- Consistently applied to all
- Fair
- Not revenge or vindictive
- Focused on the offender's behavior and that person's responsibility – not focused on the leader who is obligated to take the disciplinary action



The NJROTC Rewards System

This is a well-defined system of rewards such as ribbons and medals for individual or group achievement.



Criteria for rewards are determined by the Cadet Field Manual and each unit.



The NJROTC Rewards System

Promotion is another NJROTC reward system.

To be considered for promotion, a cadet must:

- Have outstanding aptitude
- Demonstrate leadership ability
- Express a desire for increased responsibility





The NJROTC Rewards System

Some units give **special awards** to cadets to help motivate them toward their best achievement, such as:

- Cadet of the Month
- Special privileges for service to the unit
- Attendance awards
- Honors for academic achievement



Questions?

