

MOTIVATION AND STRATEGY MANAGEMENT

Базалицька А. В.

Науковий керівник – доц., к.п.н. Прадівляний М. Г.

The main target of Strategy Management and Motivation is to make people get things done. Organizations have always benefited from highly motivated people and teams that can help drive success.

Strategic Motivation Systems is a Key Element of Strategic Management

Strategy Management and Motivation means providing the direction to get more done, not just create more work to do. Articulated goals and targets provide guidance for staff to not only do things right, but also do the right things.

People need the authority to act. Giving staff the responsibility to make decisions along with the understanding of the preferred outcome can make a huge impact on the flexibility, speed, and accomplishments in an organization.

Some Principles of Motivation

1. All behavior is motivated. Even doing nothing;
2. In cross-cultural work, problems are usually not in initiating, but in sustaining and directing behavior. We must make a distinction;
3. There are two kinds of motivation: internal and external. Usually both kinds are involved when problems occur;
4. Motivation may be conscious or unconscious. Often it's both;
5. Short- and long-range trends are critical in diagnosing motivation problems.

Some Reasons for Problems

1. Internal reasons (spiritual difficulties, physical problems, unresolved emotional conflicts, poor self-esteem, lack of purpose and/or long-range goals, lack of management or other skills, inappropriate habit patterns).
2. External reasons: the person's reaction to the situation (the work isn't challenging or fulfilling, the work is too difficult, insufficient positive feedback, interpersonal conflicts—at work or elsewhere, insufficient direction and/or help, not coping with stress—at work or elsewhere, poor group morale and/or team spirit).

Dealing with the Problem

1. Your relationship with the person is crucial.
2. Use your best interpersonal skills to diagnose the situation.
3. Try practical assignments.
4. Enlist help from others.
5. Take action if there is insufficient change.

Motivation is an important part of an organization's strategy management program. Highly motivated staff and teams drive success. A motivated staff goes beyond what is expected and makes positive impact to fuel better results.