

# Motivation

This segment is designed to impress upon you the importance of motivating your members, how motivation takes place, and showing you techniques to motivate your people more effectively.

# Motivation

## Overview

- “Motivation” defined
- Why motivate your people
- Maslow’s hierarchy of needs
- Motivational techniques for members

# Motivation

## Key to Effectiveness

A key to your effectiveness as a commander is the ability to build in members support for the squadron's objectives and have them work towards that goal.

# Motivation

## Motivation defined:

The act and art of creating an atmosphere where your members will want to achieve the objectives which are set for them.

# Motivation

## Why motivate your people?

- All people have an inner drive guiding what they do
- Everything is done for survival, protection, or pleasure
- Motivation is the factor which sets leadership apart from management
- People make choices, and motivation is a key factor
- People want to have goals

# Motivation

## Motivation builds:

- Trust
- Teamwork
- A unified effort

# Motivation

## Maslow's Hierarchy of Needs



# Motivation

## Motivational techniques for members

- Ensure their physiological needs are met
- Create & sustain self-confidence in members
- Provide adequate guidance
- Recognize the uniqueness of individual members
- Accentuate the positive

# Motivation

## Motivational techniques for members (cont.)

- Practice participative management
- Listen
- Be loyal to your members
- Respect your members
- Say “Thank you”

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**Motivation**

**Questions  
&  
Answers**