

tutor2u

GCSE Business Studies

Motivation - introduction

Motivation is the **will to work**. This comes from the enjoyment of the work itself and/or from the desire to achieve certain goals e.g. earn more money or achieve promotion.

Managers spend considerable time working out how best to motivate their workers and there are a number of different opinions about how this can be best done.

A well-motivated workforce can provide the following advantages:

- Better productivity** (amount produced per employee). This can lead to lower unit costs of production and so enable a firm to sell its product at a lower price
- Lower levels of absenteeism** as the employees are content with their working lives
- Lower levels of staff turnover** (the number of employees leaving the business). This can lead to lower training and recruitment costs
- Improved industrial relations** with trade unions
- Contented workers give the firm a **good reputation** as an employer so making it easier to recruit the best workers
- Motivated employees are likely to **improve product quality** or the customer service associated with a product

Key Links for GCSE Business Studies

<http://www.tutor2u.net/>

[Discussion Board for GCSE Business Studies](#)

[Other GCSE Business Studies Revision Notes and Resources from tutor2u](#)

[Tutor2u GCSE Business Online Store](#)