

# Motivational Skills

## Course Overview

Before a manager receives training about motivation, he must first know the definition of motivation. It is the act of making desired behaviors more attractive or rewarding than those that are undesired. Desired actions and behaviors that are attractive to employees are those that result in tangible rewards, are enjoyable or help an employee feel good about his accomplishments and do not seem more burdensome than necessary.

## Course Outline

- Motivation Vs. Performance
- Theories of motivation
- Maslow's hierarchy of needs,
- McClelland's theory of achievement, power, and affiliation needs, and Herzberg's two-factors theory of motivation is explained.
- Financial incentives and motivation
- Skinner's Reinforcement Theory
- Behavior Modification
- Laffer Curver
- Piecework system
- Group incentive plans
- Job enlargement
- Job enrichment
- The Pygmalion Effect

## Learning Objectives

After completing this course, participants will be able to:

- Explain the difference between reward and recognition
- Identify current reward and recognition activities, whether formal or informal
- Determine goals for reward and recognition that support company objectives
- We should know how we can motivate our teams
- We should know different type of motivation
- At the end become good motivators

## Who Should Attend

- Sales Managers
- HR
- Operation Manager

**Course Duration:** Two days from 9:00AM to 4:00PM

**Registration Deadline:** one week before the course date

### **Course Venue**

Top Business premises: 17, Abdel Wahab Selim Elbeshry St. Sheraton Heliopolis, Cairo, Egypt.

### **Registration & Payment:**

- Logon to [www.topbusiness-hr.com/Course\\_Register](http://www.topbusiness-hr.com/Course_Register) to fill a registration form. Alternatively you can request a registration form by mail from: [training@topbusiness-hr.com](mailto:training@topbusiness-hr.com).
- Course fees include material, light lunch, coffee break and certificate.
- Payment by cheque in Top Business's name, cash to our address or by bank transfer.
- Payment is due within 3 working days from course confirmation. Your registration is confirmed only after course payment
- Payment is nonrefundable, however participant can be substituted or can attend next confirmed round of the same course or another course.

### **For More Information**

17, Abdel Wahab Selim Elbeshry St.,  
Sheraton Heliopolis, Cairo - Egypt

T. +2 02 226 871 44 / +2 02 226 871 45

Ext. 440/1

F. +2 02 226 871 58

M. +2 010 229 20 433

[training@topbusiness-hr.com](mailto:training@topbusiness-hr.com)

[www.topbusiness-hr.com](http://www.topbusiness-hr.com)