

2 Motivating workers – Part 1

Name: _____ Class: _____ Date: _____

Vocabulary 词汇

Write each word three times. 把每个单词抄写三遍。

English	中文	Write it 3 times (English)
Motivation	激励	_____
staff turnover	员工流失率	_____
Maslow	马斯洛	_____
pay	工资	_____

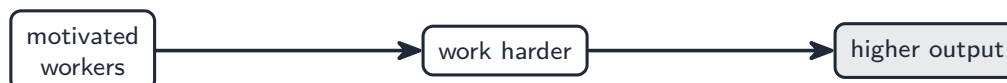
Recall

Motivation 激励 is what makes workers want to work hard. Motivated workers are more productive.

New ideas

Read these first, then do the Practice.

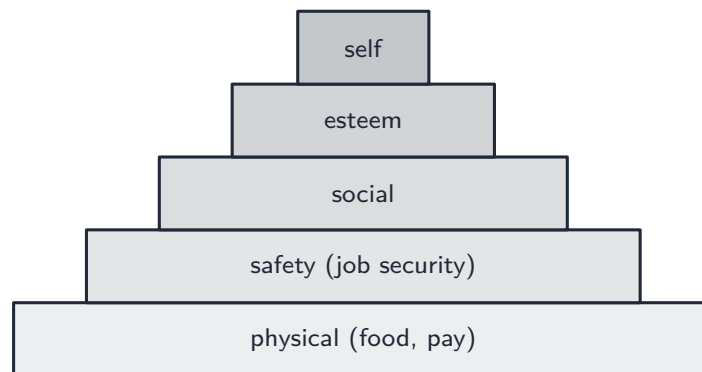
■ 1 Why motivation matters



Motivated workers also stay longer (lower **staff turnover** 员工流失率) and produce better quality.

■ 2 Maslow's needs

Maslow 马斯洛 said people have a ladder of needs, from basic to higher:



A business can motivate workers by meeting these needs (e.g. fair **pay** 工资, job security, praise).

Watch out: motivated workers give a business higher output, better quality and lower **staff turnover**. Workers can be motivated by money (pay, bonus, piece-rate) *or* without money (praise, promotion, responsibility).

Practice

Try these in order.

2.1 What is *motivation*? [1]

2.2 Give one benefit to a business of having motivated workers. [1]

2.3 What is at the bottom of Maslow's pyramid? [1]

2.4 Give one way a business can motivate workers with money. [1]

2.5 Give one way to motivate workers **without** money. [1]

2.6 Challenge. A factory has high staff turnover and poor-quality work. Suggest one **financial** and one **non-financial** way to motivate its workers, and explain how each helps. [3]