제 9 강

Motivation

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1. Primary motivator

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3. How would you motivate?

Primary motivator

1. Shelter & hunger - We can't use today

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2. Pain

   - Reaction of individual is different

   - Use of conditioned response

   - Most commonly and naturally used → negative

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2. Pain

    - Reaction of individual is different

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    - Most commonly and naturally used → negative

3. Sex - generally this is not recommended

4. Recognition - supporting behavior

   Lack of recognition - fear

   Most commonly and naturally used → positive

Primary motivator

5. Fear - we can't use

Primary motivator

5. Fear - we can't use

6. Betterment (advanced form of recognition)

Primary motivator

5. Fear - we can't use

6. Betterment (advanced form of recognition)

7. Self-satisfaction - very hard to control

Maslow's Hierarchy (1954)

Self-actualization

Esteem

Belonging
(Love)

Safety

Physiological

경영체제개론

How would you motivate ?

- Dog & Monkey

- Student

- Actress

- Professor

- Artist in learning process or established

- Worker - expert

        - beginner

9강 Summary