

**Democratic leadership style:**

- ⇒ pervasive – convincing to choose a particular option
- ⇒ consultative – discussing all options

**MOTIVATIONAL THEORIES**

Motivation is the process by which workers are induced or given the incentive to work harder to raise their productivity to achieve the objectives of the firm e.g. through monetary and non-monetary rewards:

**Different Theories**

- A. Taylor's Scientific Management
  - ⇒ work study
  - method study & work measurement
- B. McGregor's Theory X and Theory Y
  - ⇒ X – autocratic, centralization
  - ⇒ Y – democratic, decentralization, delegation
- C. Maslows Need Hierarchy
  - ⇒ Self – actualization
  - ⇒ Self - esteem
  - ⇒ Social Needs
  - ⇒ Social Needs
  - ⇒ Security Needs
  - ⇒ Physiological Needs
- D. Herzb's Two – Factory Theory
  - ⇒ motivators
  - ⇒ hygiene factors
- E. Elton Mayo's Hawthone Effect
  - ⇒ working conditions is not essential for productivity
  - ⇒ involvement of workers in decision – making is necessary