



Motivation Principles and Techniques

“A leader is a man who has the ability to get other people to do what they don’t want to do, and like it.”

~ Harry S. Truman

Purpose

This lesson will identify the factors that motivate individuals and will explain the 14 principles of motivation.



Lesson Objectives

- Identify the factors that motivate individuals.
- Explain the 14 principles of motivation.
- Explain why motivation is important to the unit.



Key Words

- **Motivation** – An individual's needs, desires, impulses, inner drives, or commitments that influence the reactions and attitudes of individuals.
- **Positive Reinforcement** – Rewards that succeed in satisfying the individual's social needs by showing that they are appreciated and needed by the leader and the unit.



Key Words

- Morale – the mental, emotional, and spiritual state of an individual.
- Coercion – to persuade people to do something they do not want to do through the use of force or threats.



Warm Up Question


How good are you at motivating others?

- A. Very – I have strong motivating skills.**
- B. Somewhat – I think I could be a strong motivator, but need more information or practice.**
- C. Not good (yet) – I don't even know where to begin... but I'm ready to learn!**



Class discussion:

**What are some of
the ways that you
get motivated?**



Introduction

- When in a leadership position, it is important to understand the **factors of motivation**.
- **Motivation Definition:**
An individual's needs, desires, impulses, inner drives, or commitments that influence the reactions and attitudes of individuals.



Introduction

- As a leader, in order to properly motivate others, YOU must be personally committed to leadership values, such as:
 - Honor
 - Duty
 - Loyalty



- You must have an understanding of human nature.
 - Values, beliefs, & basic needs

Introduction

- Quality of leadership = Behavior of a unit



- Successful leadership = Well organized, productive, & goal-oriented unit



- Application of motivation principles = Satisfied individuals that, in turn, develop a cohesive unit

Developing Individuals

- A person's motivation depends on two things:
 - ✓ The strength of a person's specific needs.
 - ✓ The perception that taking a certain action will help satisfy those needs.
- The most powerful form of motivation is self-motivation. Therefore, YOUR goal should be to foster this in each member of your team.

14 Motivation Principles

- 1. Make the needs of the individuals in your unit coincide with unit tasks.**
 - Recommending individuals for Formal schools, Leadership Camps, Promotions, etc.**
 - Hard work = Promotions (More responsibilities)**



14 Motivation Principles

2. **Reward** individual and team behavior that supports unit tasks.

- Positive reinforcement (Cadet of the Month)
- Shows appreciation & that they are needed by the leader & the unit.

➔ **Caution:** Do not reward substandard performance in hopes of motivating individuals or teams. This will only reinforce the substandard performance.

<<VIDEO>>
Rewarding Individual & Team
Behavior



14 Motivation Principles

3. **Counsel** or **punish** individuals who behave in a way that is counter to unit tasks.



- Only used to motivate those who do not respond to positive motivation.
- Be certain the task, conditions, & standard were clearly communicated.

14 Motivation Principles

4. Set the example in all things.
 - (i.e. – *Uniform wear & carrying rifles in Iraq*)
5. Develop morale and **esprit de corps** in your unit.
 - *You must always be aware of how your actions and decisions affect morale.*



14 Motivation Principles

6. Give your subordinates tough **problems** and challenge them to wrestle with them.



7. Have your subordinates participate in the **planning** of upcoming events.
- Communication improves, and everyone sees the objective clearer.

Lesson Question

Which of the following is the most powerful form of motivation?

- A. Coercion
- B. Peer pressure
- C. Mentor motivation
- ✓ D. Self-motivation



Lesson Question

True or False:

It is not recommended to have the cadets under your command participate in the planning of events because this task should be left to the leadership.

A. True



B. False



14 Motivation Principles

8. Alleviate causes of personal concern of your subordinates so that they can concentrate on their jobs.
 - *What distractions cause you to lose concentration?*
9. Ensure your subordinates are properly cared for and have the tools they need to succeed.
 - Tools: Right values, knowledge, character traits & skills



14 Motivation Principles

10. Keep your subordinates **informed** about tasks and standards.

- *Avoid being keeper of “secret” knowledge*

11. Use **positive** peer pressure to work for you and the unit.

- *Based on professional norms & values*
- *<< Cubicle Boy VIDEO... ”Op. All In” >>*

14 Motivation Principles

12. Avoid using statistics as a primary method of evaluating teams and motivating your subordinates.

- **Expecting 100% participation all the time is unrealistic. (*i.e. – Bn formation, Rifle Team performance*)**
- **Does not account for illness or conflicting responsibilities.**

14 Motivation Principles

13. Make the jobs of your subordinates as challenging, exciting, and as meaningful as possible.

- Individuals will try to accomplish even unpleasant tasks if they believe they are truly important.
 - *i.e. – What warfighters do daily*



14 Motivation Principles

14. Do not tolerate any form of **prejudicial talk** or **behavior** in your unit.

- Contrary to principles on which this country was founded & contrary to MCJROTC ethics.
- Cadets on the receiving end will lose the motivation to serve the unit.



Positive and Coercive Tools

- Developing and applying the proper mix of positive and coercive tools within the unit is one of the most difficult tasks faced by leaders.
- Leaders who overuse coercive tools will increase the possibility of rising resentment within the unit and decrease motivation.
- Leaders will be more successful with the use of coercive tools when reasonable, attainable standards are set.

Lesson Question

True or False:

You should primarily give easy tasks to those under your command so they are sure to succeed.

A. True



B. False



Lesson Question

True or False:

It is important not to overuse coercive tools.



A. True

B. False



Closing Question

**Name the 2-3
most important
things you
learned in this
lesson.**

**Why are they
important to
you?**





Questions?