

Achievement Motivation

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pharmawisdom
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Achievement Motivation

Achievement ?

Motivation ?

Achievement Motivation

Other Types of Motivation

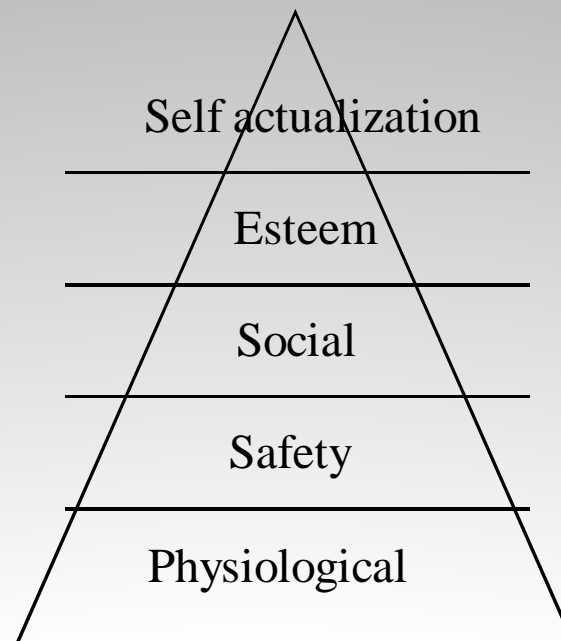
- **Power Motivation**
- **Affiliation Motivation**

Achievement Motivation

Need for achievement is distinct from other needs (David C. McClelland)

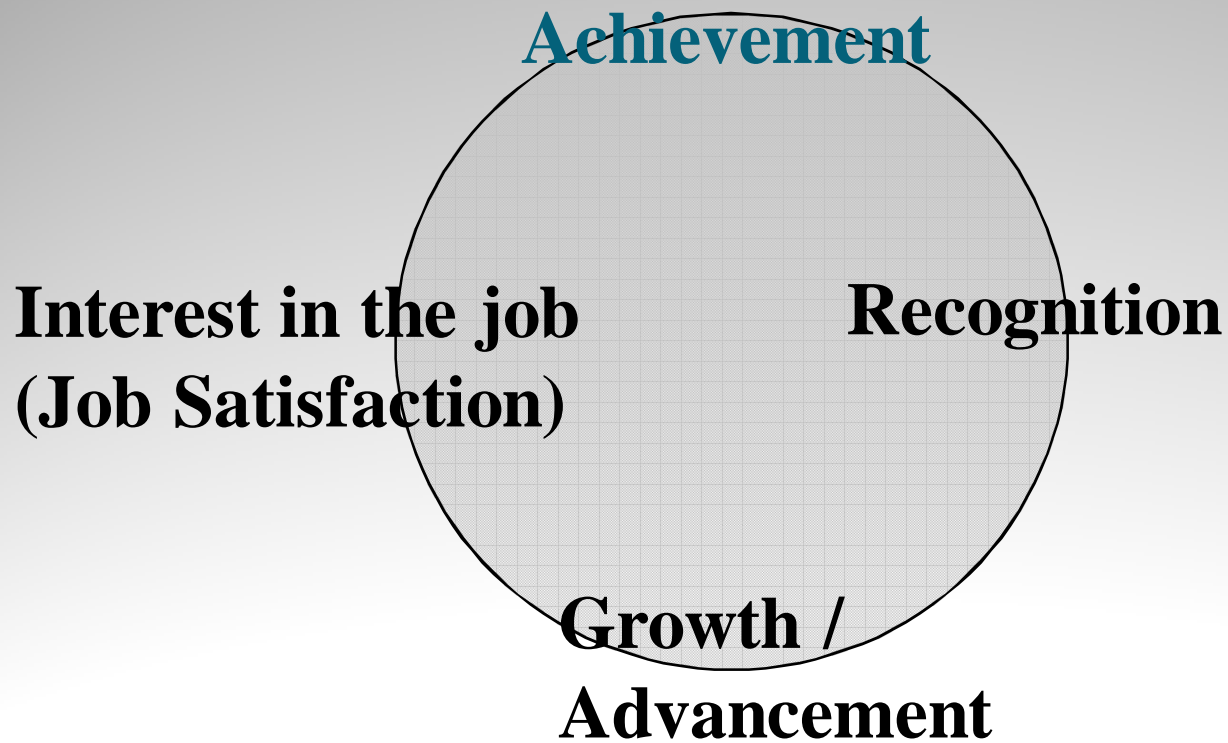
Other needs ?

Achievement Motivation



(Abraham Maslow)

Achievement Motivation



Frederick Herzberg

Achievement Motivation

‘Overload’ Principle

**Setting moderately difficult but
potentially achievable goals**

Achievement Motivation

Achievement-motivated people -

- **Are neither ‘gamblers’ nor ‘conservative’**
- **Work on a problem rather than leave the outcome to chance**
- **Their efforts and abilities influence the outcome**

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Achievement-motivated people -

- **More concerned with personal achievement than with rewards of success**
- **Money a measurement of their performance, not for status or economic security**

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Achievement-motivated people -

- **Interested in concrete feedback on how well they are doing**
- **Not Interested in comments about their personal or social characteristics, such as how cooperative or helpful they are**

Achievement Motivation

Achievement - motivated people as Managers

‘Backbone’ of most organizations

Expect others to do the same

**Need human skills and patience for
maximizing their own potential**

Achievement Motivation

To summarize...

Achievement Motivation means a ‘desire of a person to do things to meet a particular standard of excellence’

Achievement Motivation

People with Achievement Motivation:

- Work hard
- Set high goals
- Accept challenging tasks
- Derive pleasure from completing difficult tasks, and
- Look for quality

Achievement Motivation

Achievement Motivation - A taught skill?

Family Upbringing plays important role ?

Children who start showing some independence between the ages of six and eight, making choices and doing things, and taking care of themselves without help

Achievement Motivation

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1. McClelland D C, The Achievement Motive, Appleton Century-Crofts, New York, 1953
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3. Herzberg F, Work and the Nature of Man, World Publishing, Cleveland, 1966
4. McClelland D C, Achievement Motive can be Developed, Harvard Business Review; 1965 (Nov – Dec): 22