



对外经济贸易大学
UNIVERSITY OF INTERNATIONAL BUSINESS AND ECONOMICS

Unit 8 Motivating Employees

员工激励

Learning objectives

1. Students will learn motivational process and understand reward as a motivator.
2. Students will be able to argue for or against "money as number one motivator" and discuss motivational techniques and the difficulties to put them into practice.

1. What is motivation?

Motivation is a predisposition to act in a specific goal-directed manner. It is the willingness to exert high levels of effort toward organizational goals, conditioned by the effort's ability to satisfy some individual needs.

2. What are the three key elements in the definition of motivation?

The three key elements are effort, organizational goals, and needs.

3. Can you explain the motivational process?

Motivation is a need-satisfying process. When a need is intensified to a certain sufficient level, it will generate goal-directed behavior, which will lead to tension reduction and need satisfaction.



4. What are its business implications?

Needs offer business opportunities. Marketers should find out customers' needs or generate customers' needs, intensify their needs and then design, manufacture and supply the market with needs-satisfying goods or services.

First listening: listen for the gist

What is the main idea of the news?

Four years after the Sept.11 terror attacks, the U.S. continues to heal. The healing process includes the activities such as funerals, memorials, remembrance ceremonies, and various approaches to getting over the loss of loved ones.

Second listening: listen for specific information

Notice how these expressions are related to the healing activities of a disaster.

An ever-present global threat, funerals for victims, the search-and-rescue mission, recovery effort, the healing process, to confront a subject of, to refine one's approach

Third listening: sentences imitation

You are asked to use the following active vocabularies to form sentences as what you have heard from listening

to confront: to confront the possibility of failure

We must confront the future with optimism.
The explorers were confronted with gorges almost impassable.

to refine

My summer job certainly refined my ideas on how an off-price store is run. Reporters tried to refine their questions to draw direct responses.

to sort through

Intelligence officers took five days to sort through the files they had seized.

a sign of

Swollen ankles can be a sign of heart disease. A nod is a sign of approval. People take black as a sign of mourning.

to get over

I don't think she ever got over from her husband's death. You'll soon get over your shyness if you keep trying to speak loud in the public.

to stamp

The thinking of feudal society over several thousand years is stamped in people's mind.

to tape

He taped up the reproduction of a famous painting. Please tape a note to the door if I am not home.

to be poised to / for

The troops were poised to were poised to fight in the final battle. The troops were poised for the final battle.

First listening: listen for the gist

What is the main idea of this lecture?

The lecture mainly discusses the importance of money as a motivator. It argues that money is the crucial incentive to work motivation. Money functions as a medium of exchange, a vehicle of purchasing and a scorecard.

Second listening: listen for specific information

Notice how the following expressions are related to motivation.

challenging jobs, decision-making, non-monetary factors, stimulants, non-satisfying things, symbolic value, the primary outcome, goal-setting, job design

Third listening: sentence imitation

You are asked to use the following active vocabularies to form sentences as what you have heard from listening.

privilege: to get a privileged treatment,
sb's privileged status

We are privileged to live on a very precious planet.

to downgrade: to downgrade an employee

The embassy will be downgraded to a trade office.

unanimously

The employees asked for more holidays unanimously.

to reaffirm

The government reaffirmed this policy. She reaffirmed that the statement is true.

in addition to

In addition to value-added tax, you have to pay sales tax.

to reveal

The investigation revealed him to be a confirmed criminal(惯犯). It is cricket (板球) that reveals the British at their most characteristic.

First listening: listen for the gist

What is the main idea of this listening?

It discusses the management techniques to repair and restore motivation and the challenging nature of motivational management. In addition to the commonly accepted ways, there are training, information availability, commitment to career development and promotion, team spirit, etc.



Second listening: listen for specific information

Notice how these expressions are related to motivational management techniques.

motivational challenge, troublesome issues, quit-but-stay employees, psychological contact, job enrichment, job rotation, job sharing, a sense of team spirit, outdoor assault courses, regular and specific feedback.

Third listening: sentence imitation

You are asked to use the following active vocabularies to form sentences as what you have heard from listening

to be frustrated

He was frustrated was frustrated in an attempt to win the project. He was never frustrated by (with) his poverty.

to be bewildered

I was bewildered by the maze of streets in the town. She is bewildered as to which one to buy.

to sever: to sever business connections

The two countries will sever diplomatic relations. Slight misunderstanding may sever lifelong friendship.

to fire up: to fire up the imagination,
to fire up the opponents

She fires up at the least thing.

to mark down

The store marked down all the merchandise
for sale.

to make (take, pursue, undertake) a
commitment to

The bank was reluctant

to make a substantial commitment to

supporting the currency. The
paper now

pursues a more sensitive commitment to

modern issues.



to foster

Team sports foster a spirit of cooperation.

to prevent ... from

What can we do to prevent the disease from spreading? Nothing you do can prevent us from going.