

2 nd Module

Attitude and Motivation

ATTITUDE:

In psychology, an attitude refers to a set of emotions, beliefs, and behaviors toward a particular object, person, thing, or event. Attitudes are often the result of experience or upbringing, and they can have a powerful influence over behavior. While attitudes are enduring, they can also change. Attitude is an individual's characteristic way of responding consistently in a favorable or unfavorable manner to objects, people, or events in his environment. It is based on the individual's experience and his interpretation of it and leads to certain behaviors or opinions. In simple words, an "attitude" is an individual's way of looking or an individual's point of view at something.

Importance/Significance of Attitude in an Organization

A positive attitude in the workplace helps employees to accomplish tasks faster and in a better manner. The performance of employees to a great extent depends on the good relationship they share with their colleagues.

A good relationship can be established only when employees demonstrate a positive attitude towards their work and colleagues. Through positive energy, work becomes a pleasure and employees find it easier to achieve their goals. A positive attitude has significant benefits for an individual in many aspects. Let's look at some of them below

1. Career success

Employees' success in the workplace is measured through their performance. Employees with a positive attitude will always think of ways to accomplishing their task in a well-defined manner instead of complaining or finding excuses for non-performance. This results in success either through promotion or increased compensation.

2. Productivity

With a positive attitude, employees tend to take more interest in what they do and deliver. Consequently, they produce better quality work with minimum errors. This improves their overall output as well as productivity.

3. Leadership

Working in an organization is all about managing a diverse workforce. Some employees earn respect easily and people often follow and listen to them. This is possible through the positive attitude demonstrated by leaders.

4. **Team work**

Good relationships among employees help them to build effective teams where all the members are united and work for a common cause. A positive attitude helps employees to appreciate each other's competencies and work as a team for achieving common objectives instead of being overly perturbed by inadequacies of team members.

5. **Decision making**

Having a positive attitude helps employees to take better decisions, in an objective manner. It triggers a healthy thought process, enabling employees to choose wisely and logically.

6. **Motivation**

Having a positive attitude helps in motivating employees to overcome obstacles that they may face during the course of their job. It also determines the way they see the world around them. The moment they are successful in overcoming obstacles, they are motivated to move forward.

7. **Interpersonal relations**

Customers prefer to deal with someone who is positive in nature. A positive attitude enables employees to share a better rapport with customers, earning valuable customer loyalty.

8. **Stress management**

Stress has a detrimental effect on the health of employees. So how can employees cope with it? Stress can be reduced through positive thinking; and with reduced stress, employees will enjoy better health and take fewer sick leaves.

• **Factors influencing attitude are beliefs, feelings, and action tendencies of an individual or group of individuals towards objects, ideas, and people.**

These are the factors influencing attitude;

- ❖ Social Factors.
- ❖ Direct Instruction
- ❖ Family.
- ❖ Prejudices.
- ❖ Personal Experience.
- ❖ Media.

- ❖ Educational and Religious Institutions.
- ❖ Physical Factors.
- ❖ Economic Status and Occupations.

Social Factors

Every society has the majority of people who prefer to lead a harmonious life. They try to avoid unnecessary friction of conflicts with people.

Naturally, they are inclined to develop positive attitudes towards most of the people and issues.

Our attitudes may facilitate and maintain our relationships with members of positively valued groups. Social roles and social norms can have a strong influence on attitudes.

Direct Instruction

In general, the individual being conformist or the direction of the attitude of the people it deems important. Sometimes direct instruction can influence attitude formation.

For example, somebody gives information about the usefulness of some fruit.

On the basis of this information, we can develop a positive or negative attitude about that fruit.

Family

The family is the most powerful source for the formation of attitudes. The parents, elder brother or sister provide information about various things.

Attitudes developed by an individual, whether positive or negative are the result of family influence, which is very powerful and difficult to change.

Prejudices

An attitude may involve a prejudice, in which we prejudge an issue without giving unbiased consideration to all the evidence.

Prejudices are preconceived ideas or judgments where one develops some attitudes toward other people, objects, etc.

If we are prejudiced against a person, who is, accused of a crime, we may regard him as guilty regardless of the evidence. We can also be prejudiced in favor of something.

Personal Experience

In order to be the basis of attitudes, personal experiences have left a strong impression.

Therefore, the attitude will be more easily formed when personal experience involves emotional factors.

In situations involving emotions, appreciation will be more in-depth experience and longer trace.

Media

As a means of communication, mass media such as television, radio, has a major influence in shaping people's opinions and beliefs.

There is new information on something that provides the foundation for the emergence of new cognitive attitudes towards it.

Educational and Religious Institutions

As a system, educational and religious institutions have a strong influence in shaping attitudes because they lay the foundation of understanding and moral concepts within the individual.

Understanding the good and the bad, the dividing line between something that can and cannot do is obtained from the center of the educational and religious institutions.

Physical Factors

Clinical psychologists have generally recognized that physical, health and vitality are important factors in determining adjustment, and frequently it has been found that malnutrition or disease or accidents have interfered so seriously with normal development that serious behavioural disturbances have followed.

Economic Status and Occupations

Our economic and occupational positions also contribute to attitude formation.

They determine, in part, our attitudes towards unions and management and our belief that certain laws are 'good' or 'bad'. Our socio-economic background influences our present and future attitudes

Attitudes reflect more than just positive or negative evaluations: they include other characteristics, such as importance, certainty, accessibility, and associated knowledge.

Attitudes are important in the study of social psychology because they influence the amount of attention and the type of judgment an individual may give to a specific subject.

Positive Attitude:

A positive attitude is a state of mind that allows you to envision and expect good things. It does not mean living in denial of the negative situations around you. This attitude allows you to stay optimistic. The benefits of a positive attitude include anticipating happiness, health, success, and opportunities.

The six benefits of having a positive attitude

1. A positive attitude allows for constructive thinking. It enables you to think about solutions and believe that you can find them. It means being active about solving problems. It is not enough to just believe that things will turn out ok - you also need to be actively thinking about constructive solutions and executing them.
2. A positive attitude enables creative thinking. It's a way of looking at life and situations with a broader vision and finding creative solutions. With a positive attitude, you are not afraid to look for new ways of doing things.
3. A positive attitude carries optimism as one of its main characteristics. It means hope and expecting situations to improve and plans to turn out well.
4. A positive attitude incorporates motivation. This is the energy and zest to do things and accomplish goals. When motivation is present, you are keen on spending time and energy on the task at hand. When you are sure of yourself, believe in your abilities, and do not allow anything to discourage you, you become motivated.
5. A positive attitude has happiness at its heart. A person with a positive attitude is usually happy and content.

6. A positive attitude enables you to build resilience when things don't go according to plan. Resilience allows you to rebound from adversity instead of staying stuck. A major component of resilience is the ability to maintain daily routines while coping with major setbacks.

Few more benefits of having Positive attitude:

Health:

People who have positive attitudes are healthier. There are medical journals saying as much but just take a look at the people in your life. Those with a positive attitude generally live longer and better. They focus on taking care of themselves and stay involved in all sorts of activities. In short – they have a purpose. The key to quality of life is having variety and purpose, having a positive attitude makes people more inclined to seek out a better life.

Wealth:

It's also proven that people with positive attitudes are usually in better financial positions than those without. Whether the positive attitude existed before or after the wealth was acquired is immaterial – what matters is the attitude is there. That being said, many a person with a positive attitude had that attitude long before they acquired material wealth. This means a positive attitude was reinforced by success.

Socialization:

Having a positive attitude means more people want to be around you. The bottom line is not everyone with a positive attitude is a sociable person, but human beings need socialization, just at different levels. No one likes to be around negative people because who wants to feel worse? Being positive also means you meet other positive people, and there are endless benefits to that.

Productivity: Having a positive attitude allows you to be more productive at work and around the house. People who have a positive attitude regularly set goals and achieve them. They believe in their abilities along with their ability to overcome obstacles. Of course, productivity is highly valued in the business world, but in your personal life it is extremely valuable. Being able to accomplish things regularly is found in a positive attitude, and it enhances that attitude at the same time.

Overcoming Obstacles:

We all have difficulties in our lives and with negative attitudes the difficulties threaten to overwhelm people. In a person with a positive attitude, obstacles are just a part of life and something to overcome. The belief that “this too shall pass” allows these types of people to persevere and again, that only builds the credibility of positivity.

Meaningful Relationships:

Similar to socialization, people need to have relationships with others. Whether these relationships are friendships, workplace relationships, or more intimate relationships, having a positive attitude adds to the depth of these relationships. These relationships become transformative instead of with a negative attitude, where those relationships are transactional.

Active Mind:

Someone with a positive attitude has an active, curious mind. They are always seeking to learn more about the world around them in addition to fulfilling their responsibilities. These are generally people who are well-read and even if they lack formal education, they’re curious and always finding stimulation in the world.

Positive Attitude:

Individuals who have a positive attitude will pay attention to the good rather than bad in people, situations, events. A simple example of a positive attitude; when you are having a very bad run of luck but still say “Good Morning” rather than “What’s so good about this morning.” Well, Good news; you have a positive attitude.

Negative Attitude:

A negative attitude is a disposition, feeling, or manner that is not constructive, cooperative, or optimistic. Negative Attitude: People with a negative attitude ignore the good and pay attention to the bad in people, situations, events, etc. For example, when a guy has so much power, wealth, and influence with great luck; but still complains and goes on a rant; well, that person has a negative attitude. Does it remind you of someone?

Differences between Positive and Negative Attitudes:

Positive Attitude	Negative Attitude
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Individuals who have a positive attitude will pay attention to the good rather than bad in people, situations, events, etc.	People with a negative attitude ignore the good and pay attention to the bad in people, situations, events, etc.
Positive attitudes are rewarded, and it means the individual is encouraged to do the same thing in the future.	Negative attitudes are punished to discourage the same action in the future.
If we think positive thoughts, we will surely experience joy, love, gratitude, peace, and hope.	If we think negative thoughts, we will have negative feelings such as anger, disappointment, irritation, envy, etc.
Having a “positive attitude” means a person believes everything happens for the best in the end.	A person with a “negatives attitude” tends to believe their best days are in the past, and there is nothing to “look forward to” and considers it a waste of time and energy.
It is an optimistic approach for a person to achieve good results.	It is a pessimistic mindset of a person who is not capable of handling critical issues
It can achieve long-term goals easily and in time.	It can achieve some initial goals but not the long-term goals.
It is a process of solving problems.	It is a process of looking for problems
. A person with a positive attitude pays attention to the virtues of others.	A person with a negative attitude pays attention to other people’s shortcomings.
These persons always see opportunities.	These persons see only limitations.

Motivation:

Motivation is the process that initiates, guides, and maintains goal-oriented behaviors. It is what causes you to act, whether it is getting a glass of water to reduce thirst or reading a book to gain knowledge.

“The act or process of giving someone a reason for doing something”

“Motivation means a process of stimulating people to action to accomplish desired goods.” —William G. Scott

Significance/Importance of Motivation:

Motivation is one of the important parts of managerial functions. A manager becomes unsuccessful if he fails to motivate his subordinates. It refers to a willingness to do something in order to achieve organizational objectives and goals. It is the reason for people’s actions, desires, and needs. The reasons behind its

Significances are as follows

Effective Utilization of Human Resources

Manpower is the main active factor of production and is responsible for the best utilization of organizational resources. Motivation helps to utilize the human resources effectively and efficiently towards the attainment of organizational goals and objectives. Motivation is the main instrument which creates the willingness among workers to do their work in the best possible way. Because motivated people show a greater degree of job performance ability and skills.

Effective Utilization of Other Resources

Along with human resources, motivation promotes the effective mobilization of other non-human resources. The development of self-responsibility among the workers contributes to the best utilization of available resources like materials, money, machines, and others. Motivated people can find better ways to do the jobs thereby reducing the wastage and damages of resources. Hence, motivated employees can utilize organizational resources effectively.

Willingness to Work

Motivation is a willingness to do a particular task in order to achieve organization’s goals and objectives. This inspires, induces, and stimulates individual for a higher level of performance. Through intrinsic and extrinsic factors people will be motivated towards better performance. Hence, such motivational factor increases willingness for work in them.

Acceptance of Change

Motivation makes employees ready for accepting change in organizational environment. It means, motivation can be found in the present and future technology required for production. Hence, it prepares people for adoring such change. On the other hand, demotivated employees try to resist change.

Public Image

Motivated employee performs the task with utmost care and with a positive comment about their organization; thereby resulting from less wastage and damages; as a result of which they can build a strong public image in the society. If employees are motivated, they work for the organization, which enhances the quality output and productivity. This ultimately enhances a good public image.

Co-operation between Employees

Motivated employees are working friendly; so they coordinate with each other while performing the tasks. They share their ideas, feelings, attitudes, and experiences with each other. Hence, this brings the feeling of co-operation.

Better Supervision

Motivated employees are self-controlled and self-managed. They perform the tasks without any reluctance; hence, the work performed by such motivated and committed employee requires no supervision at all.

Organizational Effectiveness

When the employees are motivated, they perform organizational activities with an utmost care. They introduce creative and innovative ideas in the workplace and accept organizational challenges easily. Hence, the organizational effectiveness can be maintained.

Significance/Importance of Motivation

Motivation is an integral part of the process of direction. While directing his subordinate, a manager must create and sustain in them the desire to work for the specified objectives:

1. High Efficiency: A good motivational system releases the immense untapped reservoirs of physical and mental capabilities. A number of studies have shown that motivation plays a crucial role in determining the level of performance. "Poorly motivated people can nullify the soundest organisation." said Allen.

2. Better Image: A firm that provides opportunities for financial and personal advancement has a better image in the employment market. People prefer to work for an enterprise because of opportunity for development, and sympathetic outlook. This helps in attracting qualified personnel and simplifies the staffing function.

3. Facilitates Change: Effective motivation helps to overcome resistance to change and negative attitude on the part of employees like restriction of output. Satisfied workers take interest in new organisational goals and are more receptive to changes that management wants to introduce in order to improve efficiency of operations.

4. Human Relations: Effective motivation creates job satisfaction which results in cordial relations between employer and employees. Industrial disputes, labour absenteeism and turnover are reduced with consequent benefits. Motivation helps to solve the central problem of management, i.e., effective use of human resources. Without motivation the workers may not put their best efforts and may seek satisfaction of their needs outside the organisation.

The importance of motivation can be studied under the following heads:-

- Improves Performance Level
- Indifferent Attitudes can be changed
- Reduction in Resistance to Change
- Reduction of Employee Turnover and Absenteeism
- Healthy Corporate Image
- Productive Use of Resources
- Increased Efficiency and Output
- Achievement of Goals
- Development of Friendly Relationships
- Stability in Work Force

Internal and External Motives:

“Internal motivation” means that your motivation to accomplish your goal comes from within you. It is determined by your own values and goals. ...

WHAT IS EXTERNAL MOTIVATION?

“External motivation” means that your motivation to attain your goal comes from a source outside yourself

Extrinsic Motivation	Intrinsic Motivation
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Participating in a sport to win awards	Participating in a sport because you find the activity enjoyable
Cleaning your room to avoid being reprimanded by your parents	Cleaning your room because you like tidying up
Competing in a contest to win a scholarship	Solving a word puzzle because you find the challenge fun and exciting
Studying because you want to get a good grade	Studying a subject you find fascinating

Extrinsic Motivation Examples

- Going to work because you want to earn money
- Studying because you want to get a good grade
- Helping others because you hope for praise
- Volunteering because it looks good on a resume
- Going to the same store because you benefit from loyalty programs
- Cleaning your apartment because you do not want your partner to get mad
- Going to new places because you want to post it on social media
- Paying taxes because you want to avoid a fine
- Pursuing a certain degree because you want to make your parents proud
- Going on a business trip because you were ordered by your boss to do so

Intrinsic Motivation Examples

- Playing sports because you enjoy how they make you feel
- Staying longer at work because you believe in your work
- Using positive affirmations because you want to change your mindset positively
- Investing money because you want to become financially independent
- Traveling because you want to explore different cultures
- Working in a team because you enjoy collaboration
- Learning about personal development because you want to improve yourself
- Going to the playground with your children because it makes you happy
- Studying because you are curious about the topics
- Trying to be a good leader because you want to inspire

Self-Motivation:

Self-motivation is the reason why you do what you do. To put it simply, it's the reason why you go to work, why you love your family, and why you enjoy traveling or reading. It's about knowing what you really want.

The meaning of self-motivated is derived from passion and an underlying desire to achieve something. Personal motivation is a crucial driving factor in your professional journey. Nothing can stand in your way if you're sure of what you want to do and how you want to do it.

HERE ARE SOME KEY ASPECTS OF SELF-MOTIVATION AND WHY YOU NEED TO BUILD IT:

1. SURVIVING IN A COMPETITIVE WORLD

The world may throw problem after problem at you, but if you're motivated you can overcome any challenge. To hold out against the competition is one of the most useful skills you can develop. Not only does it give you the power to withstand setbacks but also helps you grow as an individual.

2. ACHIEVING PERSONAL GOALS

Try to understand the meaning of self-motivated in the context of your personal life. For instance, you may be keen to volunteer abroad in Bali and help with the rehabilitation of turtles. You can either do your research and reach out to the relevant wildlife organization or you can get bogged down by why your plan won't work.

3. DOING WELL IN A PROFESSIONAL SETTING

To really do well at work, you need to know your strengths and weaknesses. Self-motivation drives you to move past setbacks and failures to learn from your mistakes. It's easy to feel bogged down at work, especially when you have a deadline coming up and you're already running behind schedule.

Factors leading to de-motivation:

- No Career Vision
- A Lack Of Security
- Not Feeling Valued Or Appreciated
- A Lack Of Development Opportunities
- A Lack Of Good Leadership
- Conflict Stress
- Over-Work/Unrealistic workload
- Lack of flexibility

- Poor communication
- No development opportunities