

Approaches to Motivation

① Content Theory $\Rightarrow$

It focuses on individual needs. It assumes that people have a set of needs which they pursue. It explains the specific factors that motivate the people.

Content theory includes the contribution of Maslow, Herzberg and McClelland theories.

② Process Theory $\Rightarrow$

This theory focuses on behaviour. It assumes individuals select their goals and choose how to get them. It explains how an individual's behaviour is energised and directed.

Process theory includes Expectancy theory and Equity theory.