

język angielski biznesowy

# Business English Magazine

kieszonkowy  
**poradnik**  
biznesowo-  
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Motivation Techniques

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## kieszonkowy poradnik biznesowo-językowy

### Business English Magazine Language Guide Motivation Techniques

Dear Readers,

Welcome to this month's BEM portable<sup>1</sup> business-language guide.

In this edition, we present the curious<sup>2</sup> question<sup>3</sup> of motivation. First we explain what motivation is and how people become motivated<sup>4</sup> in the first place. Then we move on<sup>5</sup> to let you in on<sup>6</sup> how to tap into<sup>7</sup> your team's resources<sup>8</sup>.

We are hoping that, having read this booklet, you will feel motivated<sup>9</sup> enough to go and motivate others.

Get to it!

<sup>1</sup> **portable** /'pɔ:təbl/ | przenośny

<sup>2</sup> **curious** /'kjʊəriəs/ | ciekawy

<sup>3</sup> **question** /'kwɛstʃən/ | kwestia

<sup>4</sup> **to become motivated** /tə br'kʌm 'məʊtɪvɪtɪd/ | zyskiwać motywację, stawać się zmotywowanym

<sup>5</sup> **to move on (to)** /tə mu:v ɒn tə/ | przechodzić (do)

<sup>6</sup> **to let sb in on (a secret)** /tə let 'sʌmbədi ɪn ɒn ə 'si:kret/ | uchylić komuś rąbka (tajemnicy)

<sup>7</sup> **to tap into sth** /tə tæp ɪntə 'sʌmθɪŋ/ | wykorzystywać coś (o zasobach)

<sup>8</sup> **resources** /rɪ'sɔ:s/ | zasoby

<sup>9</sup> **to feel motivated** /tə fi:l 'məʊtɪvɪtɪd/ | czuć się zmotywowanym

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## What Is Motivation and Where Does It Come From?

Humanist psychologist Abraham Maslow believed that motivation appears in order to prompt action and thus fulfill certain needs. Maslow's model of a hierarchy of needs suggests that people are motivated to assure the basic needs before they move on to other, more superior needs. This concept was first introduced in 1943.

This hierarchy is most often displayed as a pyramid. The lowermost levels of the pyramid are made up of the most basic needs, while the more complex needs are located higher up. In general, people move on to the next level only once the lower-level needs have been fulfilled.

At the bottom of the pyramid are the basic physical requirements (including food, water, warmth, sleep etc.) At the next level are the needs for safety and security.

As we progress up, the needs become increasingly psychological and social (belonging, friendship, and intimacy). Further up, the needs for personal esteem and accomplishment take priority.

Physiological, safety, social and esteem needs arise due to deprivation; they are also called deficiency needs. Satisfying these is important to avoid unpleasant feelings or consequences, but does not, however, bring lasting contentment. At the highest-level of the pyramid, so-called growth needs are located. These stem from a desire to grow as a person and achieve one's individual potential.

## What Does It Have to Do with Work?

While there was relatively little research supporting the theory, the hierarchy of needs is still well-known and popular. Moreover, it is one of the most influential psychological theories utilized in human resources management. It may be an oldie, but it is still a goldie. The fulfillment of needs is strongly correlated with happiness, and keeping your employees happy is your best bet to get the best results out of them.