


Achievement Motivation

This type of motivation is inspired by a desire for significant accomplishment.
When 'fed' these needs do not diminish.



Low Achievement Motivation	High Achievement Motivation
prefer moderately difficult tasks	self disciplined
choose very easy tasks	persist less
	persist more

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Sources of achievement motivation

Emotional source: when children learn to associate achievement with positive emotions it promotes or motivates them to achieve.

Cognitive source: when children begin to attribute their achievements to their own skill and effort it raises their confidence and encourages them to want more.

Birth order:

It is interesting to note that birth order may affect one's desire to achieve. Correlation studies indicate that birth order correlates with achievement and that first-borns and only children are do slightly better in school and on intelligence tests. Later-born tend to have better social skills. Also, first-borns appear to be more conscientious and traditional while later-borns are more creative and supportive of new ideas.

group activity...

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Do you fit your birth order profile?

Oldest Sibling...
 may be better educated than younger siblings
 likelier to hold a professional position
 more concerned with meeting parents' expectations
 likelier to serve as family historian care for aging parents
 higher IQ than younger siblings

Middle Sibling...
 may take longer to choose a career
 less connected to family, more connected to friends
 may de-identify from firstborn, making opposite life choices
 lack parental recognition first- and last- borns enjoy, may develop self esteem issues

Younger Sibling...
 more tolerant of risk
 likelier to be artistic, adventurous, entrepreneurial
 often physically smaller than first-borns
 less likely to be vaccinated than first-borns
 frequently funnier than other siblings

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There are two types of achievement motivation...

Intrinsic Motivation is the desire to perform a behavior for its own sake or to be effective/successful.

Those who show **Extrinsic Motivation** perform a behavior because of promised rewards or threats of punishment.

*overjustification
praise effort more than success*

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Industrial/Organizational (I/O) Psychology is a sub-field of psychology that studies and advises on workplace behavior and **I/O Psychologists** help organizations select and train employees, boost morale and productivity, and design products and assess the public's response to them. *(GJ Cahill)*

Managers must assess workers motives and adjust their leadership style accordingly. Some are better at task leadership while others excel at social leadership.


1. **Task Leadership:** this is goal-oriented leadership that sets standards, organizes work, and focuses attention on goals.
2. **Social Leadership:** this is group-oriented leadership that builds teamwork, mediates conflict, and offers support processes.

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Managers have their own view on which factors motivate people. Two extreme views allow us to divide such managers into two groups:

Theory X managers: assume that workers are basically lazy, error-prone, and extrinsically motivated by money and should be directed from above. Therefore, they believe that people need to be given easy tasks, incentives to work and to be monitored.

Theory Y managers: assume that, given a challenge and some freedom, workers are motivated to achieve self-esteem, to demonstrate their abilities and to fulfill their potential. They are comfortable with providing their workers with the opportunity to take some control within the job and to take part in decision-making



A cartoon showing a manager on the left holding a clipboard and talking to a worker on the right. The manager says, "SEEMINGLY TODAY MOTIVATING YOUR STAFF". The worker replies, "FRANKLY, I WAS EXPECTING SOMETHING A BIT MORE SOPHISTICATED...".

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