



Human Resource Motivation





What are we going to learn today?

- What is motivation?
- Why motivation is important in business?
- Human needs and how they affect motivation
- Motivation theories and its practices

فكرة مركزية

ويپارما motivation ضروري چھے

امام جعفر الصادق ؑ فرماوے چھے۔

" ان رجلا سألہ ان يدعوا الله له ان يرزقه في دعة ، فقال لا ادعوا لك ، اطلب كما امرت "

فحوی۔ ایک مرد یہ امام جعفر الصادق ؑ نے عرض کیدی کہ آپ اہنا حق ما دعاء فرماوے کہ اہنے رزق آرام سی ملے تو آپ فرماوے چھے کہ میں تارا واسطے دعاء نہیں کروں۔ تو طلب کر جیم امر کرو ما ایو چھے۔

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What is motivation?

Motivation is the inner force that makes a person work with energy, focus, and consistency.

It comes from **internal factors** like pride and satisfaction, and **external factors** like salary, praise, and rewards.

People perform best when both their emotional and practical needs are supported.



If Owner is Unmotivated

Low energy leadership

Weak work environment

Poor confidence & body language

Business Loss

Team morale goes down

Productivity decreases

Business opportunities are lost

Human needs and how they affect motivation

People work better when their needs are fulfilled.

Motivation increases step by step from basic comfort to personal growth.

It is not only about salary—respect and belonging also matter.



Human needs

Basic

Fair salary, clean workspace, breaks

Safety

Job security, safe conditions, clear rules

Social

celebrations, good communication

Esteem

Respect, appreciation, leadership chances

Self-growth

Learning, growth, creativity

Motivation theories and its practices

Motivation Theory

Self-Determination Theory (Deci & Ryan, 1985)

says people are motivated when they feel:

- **Autonomy** (freedom to decide)
- **Competence** (feeling skilled and improving)
- **Relatedness** (connection with others)



مولانا علی ابن ابی طالب ص ع فرماوے چھے۔

"دم علی کظم الغیظ تحمد عواقبک"

فحوی۔ تمیں ہمیشہ غصہ نے گلو پر دائم رھو۔ تو تمارا عواقب و کھنا سے، عواقب: انجام

مؤمن و پیارنا وقت ما اھنا غصہ نے قابو مارا کھ انے سگلا کاریگروانے customers ساتھ خوش مزاجی سی

پیش اوے۔ تو ما حول positive رھے، کاریگرو نے اھنا سبب نشاط انے motivation ملے

Motivation Practices for Entrepreneurs

1

**Praise &
recognition**

2

**Fair pay &
incentives**

3

**Learning &
development**

4

**Balanced work
hours**

5

**Smiling face and
control anger**

6

**Employee participation
in decisions**

Applying Motivation Across the Supply Chain



Manufacturers

Ensure safe work conditions, fair pay, and recognise good performance.



Wholesalers

Build trust, communicate clearly, and pay on time for steady supply.



Retailers

Give product knowledge, freedom in customer handling, and feedback support.



Service providers

Set clear targets, reward quality service, and provide skill training

Summary

Motivation pushes people to do their best.

Motivation methods support performance.

Human needs shape behaviour.

It builds productivity and discipline.



شكرا لحسن استماعكم