

FARM MANAGEMENT



It is important to note that there is no single approach to motivating a group since each individual is motivated by different factors. To discover the individual needs of each employee, begin by asking them to identify their needs and wants in addition to observing their actions and reactions to various types of incentives.

Items Which Commonly Motivate Us

- Self-esteem
- Prestige and status
- Feeling of acceptance and belonging
- Recognition and appreciation by others
- Security and hope for our future
- Power and influence
- Reasonable independence and freedom of action
- Significant participation and involvement in activities affecting us
- Continuing growth and realization of potential through achievement.

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- identify human needs and how they affect the level of motivation, job satisfaction, and morale;
- understand the principles and methods of creating a climate to promote improved motivation, job satisfaction, and morale.

Motivation: A Definition

Motivation is something we feel within ourselves. It is putting an inner drive into action and involves the idea of directing energy to satisfy a need. Motivation should not be confused with incentives. Incentives are methods of encouraging us to do or not to do something. Money is a major external incentive.

We cannot truly motivate anyone but ourselves. We can only create a climate where motivation is encouraged by good working conditions, incentives, and other job-related factors. Since most of us identify strongly with our jobs, we look to our work for a major sense of accomplishment. When that work is dull and boring, we lead a life that is uninspirational and merely tolerable, turn to activities outside of the job for satisfaction, or look for another job.

The farm manager's job in motivating employees, boils down to understanding individuals, and identifying management actions that will lead to the fulfillment of his or her motivational needs. The ultimate challenge for the manager is to find out how to "encourage" a particular employee in a particular situation. The motivation that causes the bored farmworker to excitedly leave work to participate as a volunteer fireman is transferrable to the job if we find the key.

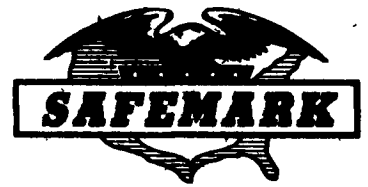
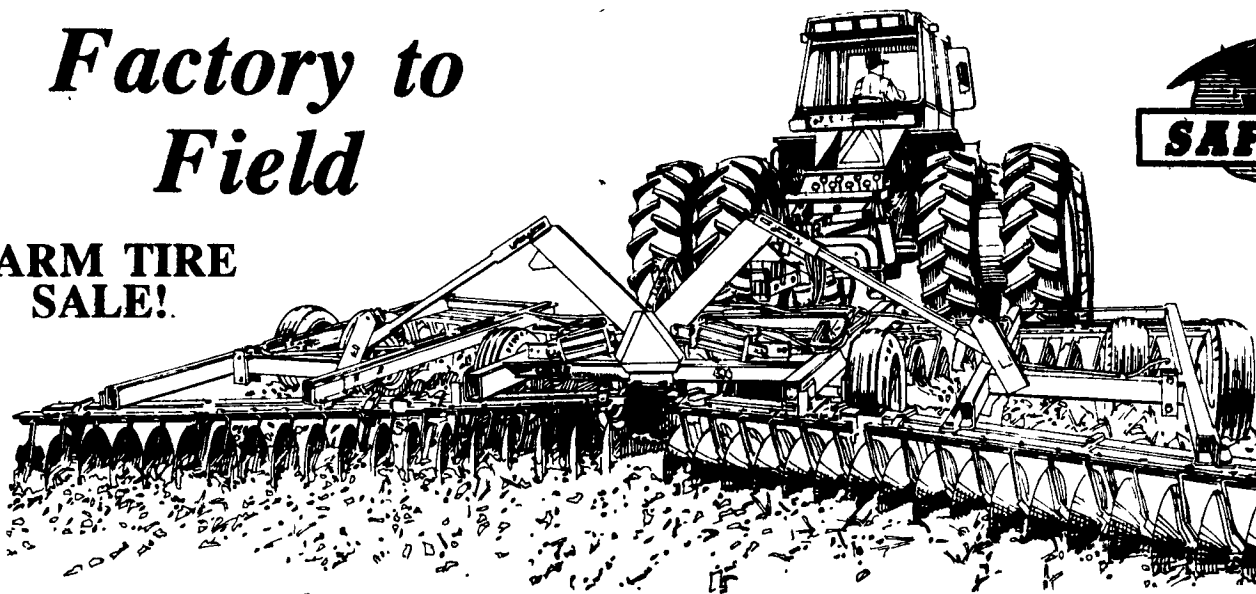
Principles of Motivation

The forces that motivate us at work are intensely personalized and usually include many of the following:

- our own needs, interests, values, goals, and levels of aspiration.
- our feelings and views about ourselves; our backgrounds and lifestyles.
- individual job satisfaction, coworker attitudes, morale, and organizational climate.
- level of education and intelligence.
- performance expecta-

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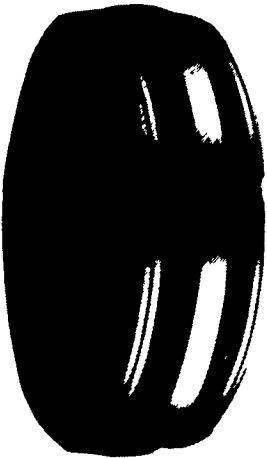
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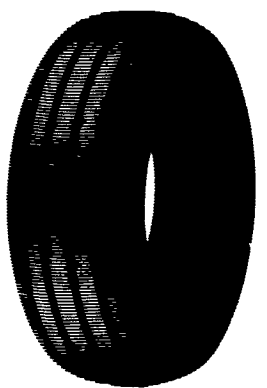
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