

Webinar Title : MOTIVATIONAL TECHNIQUES TO IMPROVE EMPLOYEE PERFORMANCE

Registration Fee (including GST): Rs 399/- (Rupees Three Hundred Ninety Nine Only) per participant inclusive of GST

Expert Speaker : Mr. Parag Phukan, a reputed Corporate Trainer and Management consultant

Webinar Date: 27.02.2021 Duration: 3.30 pm to 5.00 pm(One hour thirty minutes)

About Webinar (Brief One para): -

Motivation is incitement or inducement to act or move. It is the process of inducing the employees of an organisation to act in a predetermined desired manner so as to achieve organisational goals. Following are the benefits of motivation:

- Motivation increases Productivity
- Motivation ensures organisational efficiency:
- Motivation ensures loyal workforce
- Motivation ensures a reactive workforce

Motivated, empowered and happy employees are a vital asset to an organization and are directly proportional to its development and success. But, motivation is intangible, difficult to measure and control but easy to facilitate by application of various modern scientific motivation theories, techniques and management strategies in the workplace. Bolstering performance through motivational techniques does not happen overnight. It is a continuous process and is all about intention, intensity and perseverance.

There is no one method to motivate employees of an organisation. The employees are all very different from one another, so different factors affect their motivation. Some people are motivated by money, others by rewards, some prefer recognition, and some people just motivate themselves to achieve. Supervisors and managers need to utilise a number of different strategies and techniques to increase their employee's motivation and productivity.

The webinar will focus on discussing different motivational techniques to enhance performance of employees so that organisational goals can be achieved through increased levels of productivity, higher employee engagement, participative management and good organizational culture.

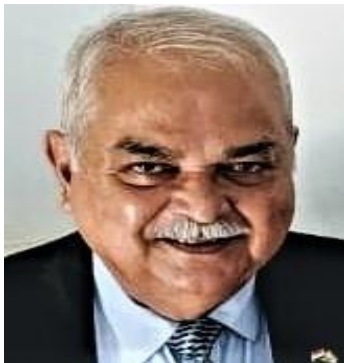
Webinar Coverage:-

- Introduction and Importance of Motivation
- Types of Motivation ,Requisites of Motivation,
- Tools and techniques of motivation
- Major motivational theories as postulated by Maslow, Hertzberg, McClelland, Vroom and McGregor at the workplace.
- Katzenbach's suggested balanced motivational paths
- Participative Management

- Role of sound Performance Management system in motivation
- Management strategies for continuous motivation of employees

- Barriers to motivation
- Case study and sharing of experiences

Speaker Profile (Brief One Para & Photograph):- Mr Parag Phukan is a highly experienced Corporate Trainer, Management consultant, freelance writer and Director of Guwahati Management Association, State Chair Person, Assam of CIMSME. He is having rich experiences in providing training on HR subjects for various Corporates and Govt. organisations.



Register to learn (Key Learnings' in bullet points):

- Introduction and Importance of Motivation
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- Major motivational theories as postulated by Maslow, Hertzberg, McClelland, Vroom and McGregor at the workplace.
- Katzenbach's suggested balanced motivational paths
- Management strategies for continuous motivation of employees

- Barriers to motivation
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Date: - 27.02. 2021

Time: - From 3.30 pm To 5.00 pm

With kind regards

**S.P.Singh
Regional Director
National Productivity Council, Chandigarh
www.npcindia.gov.in**