

# A Level Business Activities for new Sixth Formers

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## Topic 4: Managing People (Motivating Employees)

One of the topics you will cover during your business A Level is **managing people**. This includes a variety of topics such as recruitment, training, organisation structures and motivational theories.

To prepare for this section of the course, please complete the following activities related to **motivating employees**.

### TASK 1: MOTIVATING YOU



1. You may already have a part time job and therefore are considered an **employee**. You may be thinking of looking for a job, applied for jobs or had a job. I am sure you are also considering what job you would like to do in the future. Either way at some point in your life you will be an **employee**. Employers want their employees to work as hard as possible so that they get the best out of them. In order to **motivate** their employees to work hard, employers can do/offer lots of different things.

Task: Can you list below five things that your employer could do for you or offer you to ensure you work to your full capability.

- 1.
- 2.
- 3.
- 4.
- 5.

Consider: are you able to separate your list into financial and non-financial methods of motivation? Which would be more important to you? Which do you think is easier for an employer to fulfil?

## TASK 2: LEARN SOME THEORY

1. Watch the video tutorial from Tutor2u on financial methods of motivation [here](#).
2. Go through the BBC study notes on non-financial methods of motivation [here](#).

## TASK 3: RESEARCH



1. Read the article about employee benefits at McDonald's [here](#).
2. Read the case study about Tesco employee motivation [here](#). This article will introduce you to Theories of Motivation such as Mayo, Taylor, Herzberg and Maslow.

## TASK 4: TEST YOURSELF

1. Complete these Tutor2U quizzes on [financial](#) and [non-financial](#) methods of motivation.
2. Explain what is meant by '**fringe benefits**' and give three examples.
3. Identify and explain one financial and one non-financial method of motivation that McDonald's use for their employees.
4. Can you summarise each of the motivational theories for Herzberg, Taylor, Mayo and Maslow using the Tesco case study to help you.
5. Are you able to use your understanding of this topic so far to develop three benefits for employers of using motivational methods for employees and explain them below.