

A level Business: Lesson 4 Motivation in the Workplace



2 different businesses, both within the hospitality industry

Weatherspoon's and Premier Inn (includes Beefeater & other pubs/restaurants)

Motivation – the will to do something

Businesses want motivated employees. They enjoy their work so are more likely to engage with it, delivering better work (less mistakes) and deliver superior customer service. There are lots of other benefits such as better engagement with managers, less sick days and better retention.

As it is so important to businesses, particularly those which are 'labour intensive' as opposed to 'capital intensive', there have been lots of theories written to help businesses understand motivation.

The aim of today's lesson is for you to research 'Maslow' a motivational theorist and then to practically apply it to 2 firms.

Activity 1: Research Maslow

Watch the video and take notes

<https://www.tutor2u.net/business/reference/motivation-theory-maslow-video>

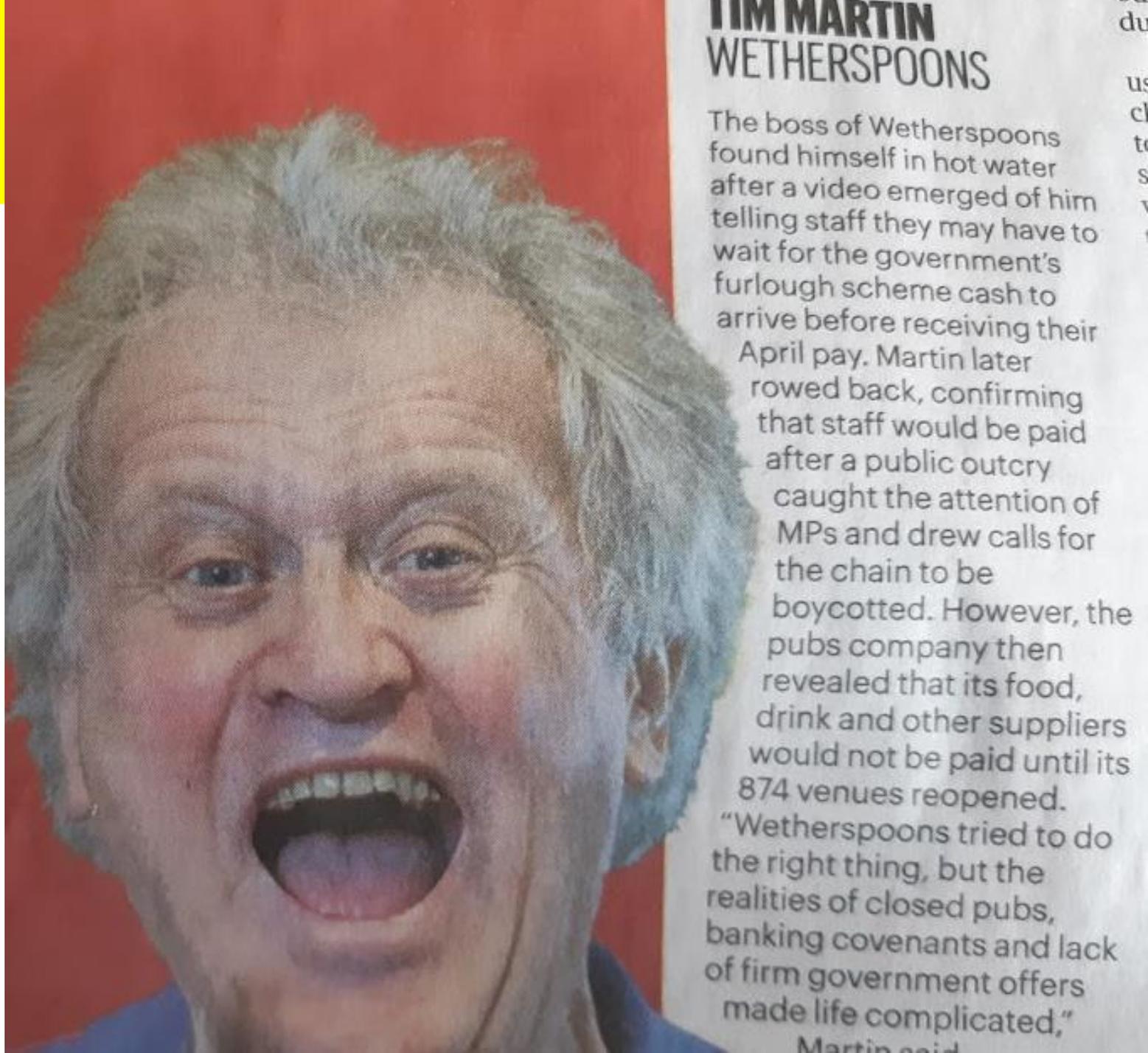
Then watch this video and supplement your notes https://www.youtube.com/watch?v=J_Ri9uy878E

Remember this theory was written in 1943 – the world was a very uncertain and insecure place.



Activity 2: Apply your knowledge

1. Put a title in your notes – ‘How businesses motivated staff during Covid-19’.
2. Subtitle ‘Wetherspoons’
3. Draw Maslow’s triangle
4. Read the Article and annotate the triangle saying how their behaviour has met/not met their employees needs
5. Comment on their behaviour – how valued do you think staff feel
6. Analyse – what are the likely consequences of this behaviour



Activity 2: Apply your knowledge

1. Whitbread is in the same industry, but their leader has taken a very different approach. Repeat the exercise
2. Subtitle 'Whitbread'
3. Draw Maslow's triangle
4. Read the Article and annotate the triangle saying how their behaviour has met/not met their employees needs
5. Comment on their behaviour – how valued do you think staff feel
6. Analyse – what are the likely consequences of this behaviour

ALISON BRITTAIN WHITBREAD

The Premier Inn owner, which has been forced to close its pubs and hotels, has placed all staff who have been furloughed on full pay, topping up the 80% that will be covered by the government to 100%. It also plans to use some of its hotels, near hospitals, to support NHS staff.

Alison Brittain, the chief executive, oversees an empire of more than 35,000 people in 800 hotels in the UK, Germany and the Middle East. Whitbread has about 400 Beefeater, Brewers Fayre and Table Table restaurants



Activity 3 – Explaining Behaviour

1. Look at the Weatherspoon's website
2. Ask your parents/elder siblings to describe their pubs
3. Are they quality or low price/cost focussed?
4. Determine their USP
5. Explain the link between their USP and their behaviour
6. Repeat for Premier Inn

Activity 4 - Reflect

Hopefully you will now

1. Be able to explain why motivation is important for a business
2. Explain Maslow's theory
3. Compare how businesses in the same industry treat their employees depending on their company's culture, ethics, aims and objectives.
4. Make informed observations about how businesses treat their staff depending on whether their focus is customer service or low price