

Forté Enterprise Digest

Forté Management's interpretation of Herzberg's theory of motivation

"Hygiene" factors

- Policies & administration
- Supervision
- Working conditions
- Salary
- Interpersonal relations
- Status
- Job security

General
satisfaction

Minimisation of
dissatisfaction

Motivation

Satisfaction

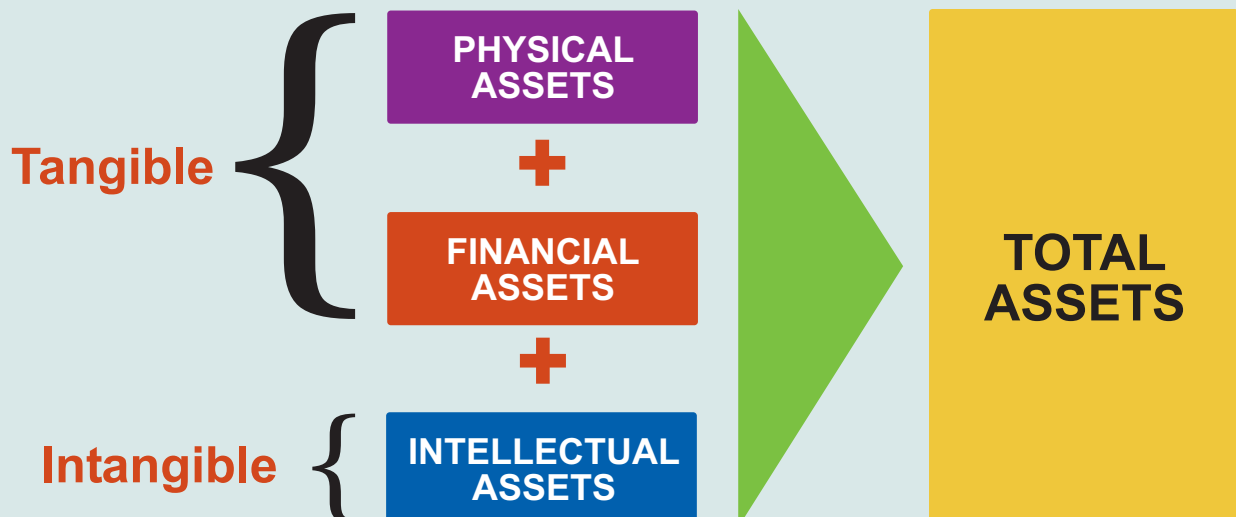
Commitment

Motivation factors

- Sense of achievement
- Recognition
- Meaningful work
- Responsibility & trust
- Advancement
- Growth

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Tangible and intangible assets



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