#### **INCREASING SELF-MOTIVATION**

# **THROUGH ATTITUDE MANAGEMENT**

#### **IN SMEs**

"The greatest discovery of my generation is that human beings can alter their lives by altering their attitudes of mind"

# William James

#### POST-MODERN ERA HAS BEEN TRANSCENDED



#### Relativism

Renunciation of Values the consequence of left a

**Vacuum in Enterprise** 

**Mechanistic view of things** 

**Mechanized behavior** 

Mechanistic thinking limited a company's aspirations by restricting

A Broader Outlook on achieving aims and objectives

#### **NEW WORLD**



#### New hierarchy of values

#### More essence to our lives

Aspirations will take a more philosophical and spiritual amplitude



The <u>New World</u> will see a transformation in the approach to business from :

> Offer one's personal best potential

Expectation to yields returns



What is the key for the success that some individuals in an organization display, while their colleagues with similar training and skills do not produce the same levels of success ?

THE NEW DIMENSION OF THE EMPLOYEES' INNER INPUT INVITES US TO REFLECT THAT

## **WE HAVE MORE POWER**

# **OVER OUR LIVES**

#### **THAN WE**

## ACTUALLY

## IMAGINE



DREAMS AND AMBITIONS

#### EMOTIONAL CAPITAL

#### NEW SOURCES OF ATTAINING COMPETITIVE ADVANTAGE

DESIRE TO ACT

#### **ABILITY TO ACT**



### **EMOTIONAL INTELLIGENCE**

- Salovey and Mayer define EI as "the subset of social intelligence that involves the ability to monitor one's own and other feelings and emotions, to discriminate among them, and to use this information to guide one's thinking and actions"
- El is best understood as ability, but contributing to one's overall cognitive capacity to process and capitalize on information.
- A composite of distinct emotional reasoning abilities : perceiving, understanding and regulating emotions.
- Boyatzis and Goleman focused on four broad clusters of behavior within EI : self-awareness, self-management, social awareness, and relationship management, with 18 underlying competences.

### SOCIAL INTELLIGENCE

- According to Goleman, social intelligence is manifested both in our relationship with ourselves and with others and asks to understand and appreciate the way we influence the emotions and the biology of other persons and also the reverse process through an ethical perspective.
- The theory of successful intelligence defined as those who recognize their strengths and weakness and who capitalize on their strengths while at the same time compensating for / or correcting their weakness.

# THE BASIC NOTION OF AN INDIVIDUAL'S PSYCHE INCLUDE :

- Temperament
- Character
- Behavior
- Will
- Personality



#### **ELEMENTS OF POSITIVE THINKING**

Efficient motivation Social comparison and self-motivation The theory of self-efficiency Assignation and self-motivation Success and self-motivation The basics of motivation by small steps Other techniques for self-motivation Self-respect and self-motivation

## **REASONS FOR SELF-MOTIVATION**

- Success
- Assignation

**Internal** : which relates to one's own behavior where we are responsible for what happens to us;

**External** : where external factors are responsible for situations of success or failure, i.e. those belonging to the environment;

- Theory of self-efficiency
- Self-respect
- Social comparison (ascendant and descendent comparison)



## **SELF-MOTIVATION TECHNIQUES**

Awareness based on two elements of the concept of self :

<u>Self-evaluation</u>: defines the modality by which an individual sees him or her self in terms of value and adequacy;

<u>Self-Ideal</u> : defines the persons as they should be or must become;

Learning

#### Anticipations

Comprises of imagining the future in the following ways :

- testing out in advance one's own emotional reactions;
- foreseeing the potential consequences;
- planning different possible answers and / or solutions;

Role-playing techniques



Conclusions regarding the reaching and keeping of an optimum self-motivation level

- Selection of realistic goals that could be achieved through normal effort, associated to positive incentives;
- Evaluation of the task before its practical approach;
- Identification of the individual's deeper inner reasons which should themselves be rendered; these would help the person to re-establish self-trust;
- Self-induction into taking actions which involves:
- comparing one's goal with an absolute ideal value
- comparing one's goal performance with that of others in the field;



#### AN HISTORIC TRUTH :

Capitalised society is a world where the winner is the one who has the ability to succeed on his own;



## NOVELTY AND NECESSITY OF SELF-MOTIVATION

- Interdisciplinary approach, using concepts and theories from both psychology and management;
- This kind of approach gives a double perspective :
  - The way in which management characterizes the individuals and his / her presumed expectations, as well as the ability to make and exact assumptions of the individual expectations;
  - The way in which the individual regards management through his / her or those of the organization, as well as his / her own expectations;
- The result of these double perspective is clearly an answer which addresses the individual and in particular the individual's level self-motivation.

### COMPARATIVE ANALYSIS OF THE THREE CONCEPTS FROM EFFECTIVNESS POINT OF VIEW

- A. The abilities developed through the concepts :
- Self-motivation blue print
- Emotional intelligence innate acquired
- Social intelligence acquired
- B. The cost required for developing abilities :
- Self-motivation minimum
- Training in self-motivation techniques and doing practical exercises can be organized easily and cheaply
- Emotional intelligence high costs
- Social intelligence high costs

## **CASE STUDY**

Benjamin Franklin (1706 – 1790)



" I want to live for me but through my life to give an example to others"

- Plan focused on himself and his surroundings being based on significant key states : orderliness, cleanliness, work, justice, economy, moderation, determination, silence, deep sense of humility;
- Logbook including daily program and what had been fulfilled for that day;
- Stage-by-stage program;
- Motivation in small steps



### CONCLUSIONS

#### **Attitude management focuses on teaching :**

- the individual employee how to conduct him/herself in their professional life; and
- Managers to comprehend attitude management to such an extent as to enable them to correctly guide people to be self-motivated and take initiatives both for their own benefit as well as that of the SME organization.
- Self-motivation is easy to apply, accessible to all, productive and cost-effective .

#### **Two proposed ways to achieve attitude management :**

 The internal path : acquiring self-motivation as a routine activity with maximum efficiency and low cost. The suggested method is easily accessible to every employee;

• The practical application of the self-motivation techniques used by Benjamin Franklin, a renowned world figure, in an attempt to popularize this practice





Popularizing the concept of self-motivation initially through academic forums, seminars and workshops and as it grows in acceptance and popularity through the mass-media, it can prove to be extremely beneficial for all the employees of SMEs at a logical, emotional, spiritual and psychological level.