

SNS COLLEGE OF NURSING COIMBATORE-35

Course : B.Sc Nursing

Subject : Management of nursing services
and education

Unit : IV

Topic : Motivation

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OBJECTIVES

- Define Motivation
- Enumerate the nature of motivation
- Enlist the importance of motivation
- Describe the process of motivation
- Enlist the types of motivation
- Enumerate the approaches of motivation
- Enlist the factors that influence the nurse motivation



MOTIVATION



Motivation in nursing management refers to the internal and external factors that stimulate nurses to take action towards achieving their goals and fulfilling their responsibilities. It encompasses the psychological processes that drive individuals to perform their duties effectively, ensuring high-quality patient care and job satisfaction.

High-Quality Patient Care

Ensures patient well-being and satisfaction

Job Satisfaction

Enhances nurses' contentment and productivity

Psychological Processes

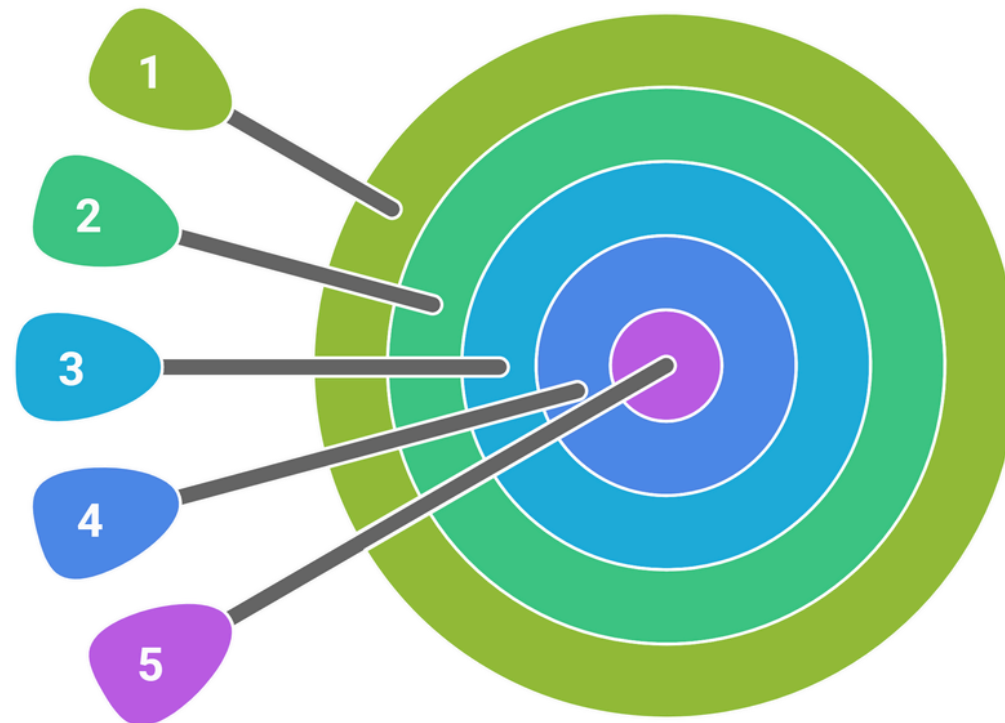
Drives effective performance and duty fulfillment

Internal Factors

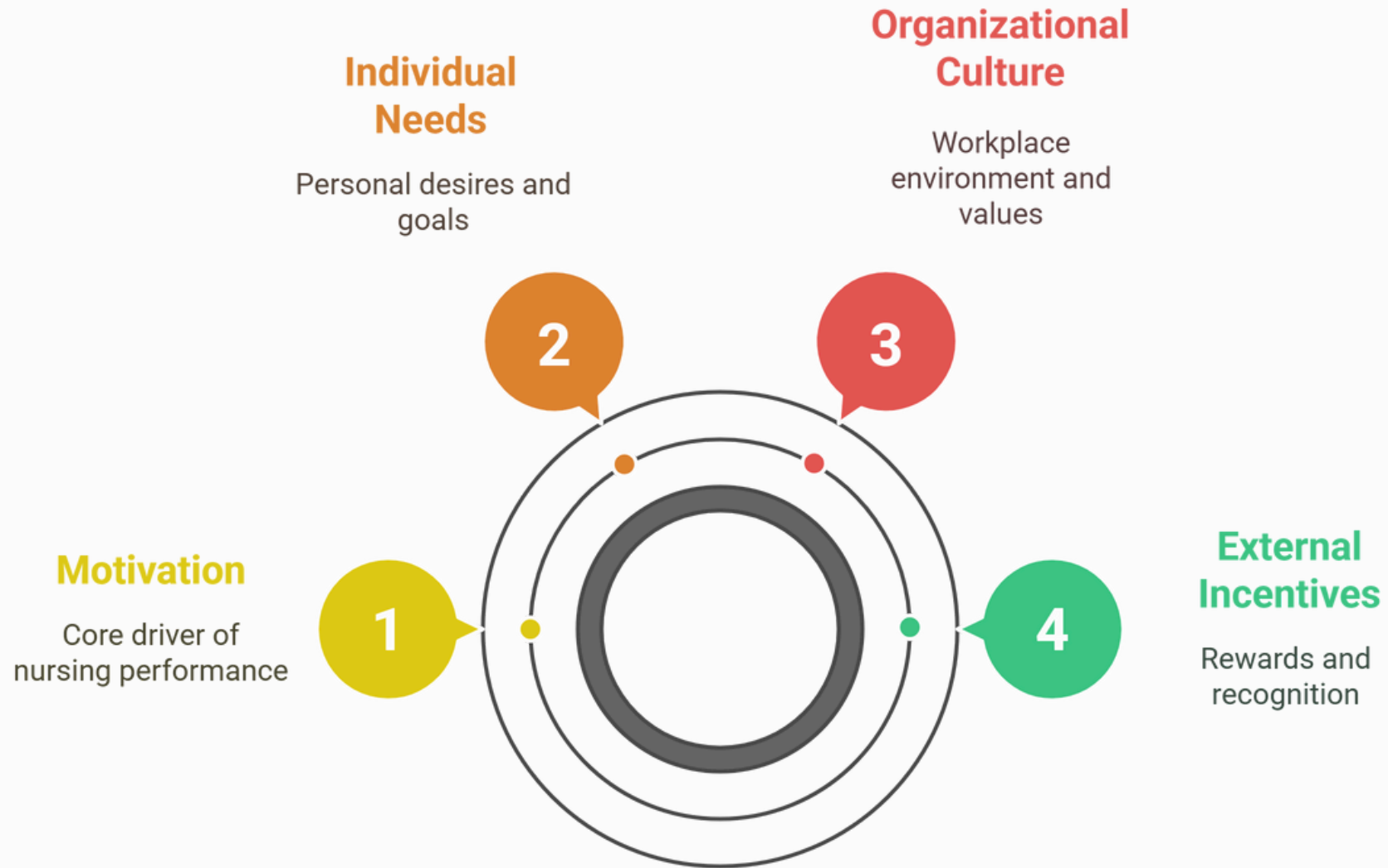
Personal drives and aspirations

External Factors

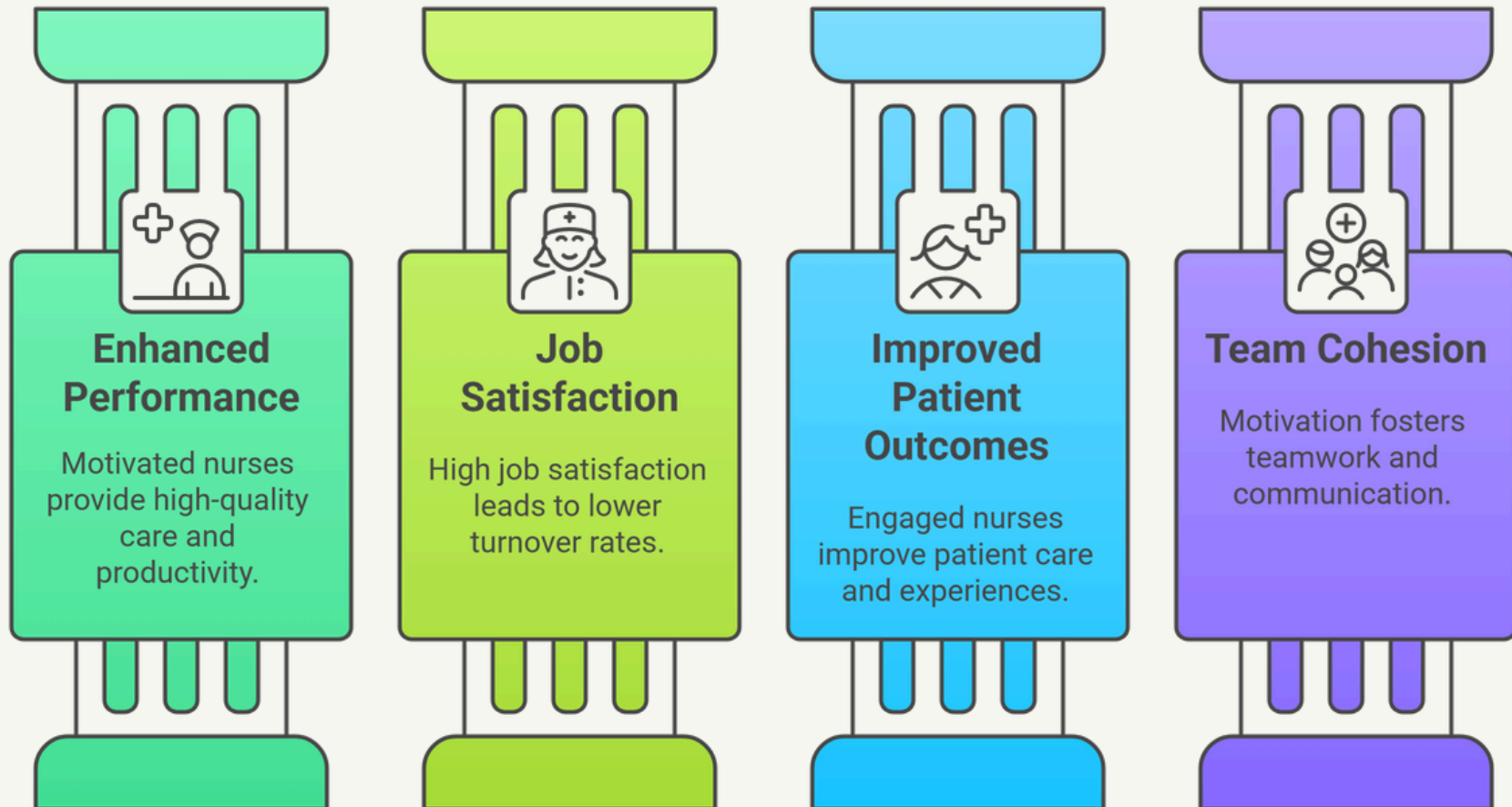
Environmental and organizational influences



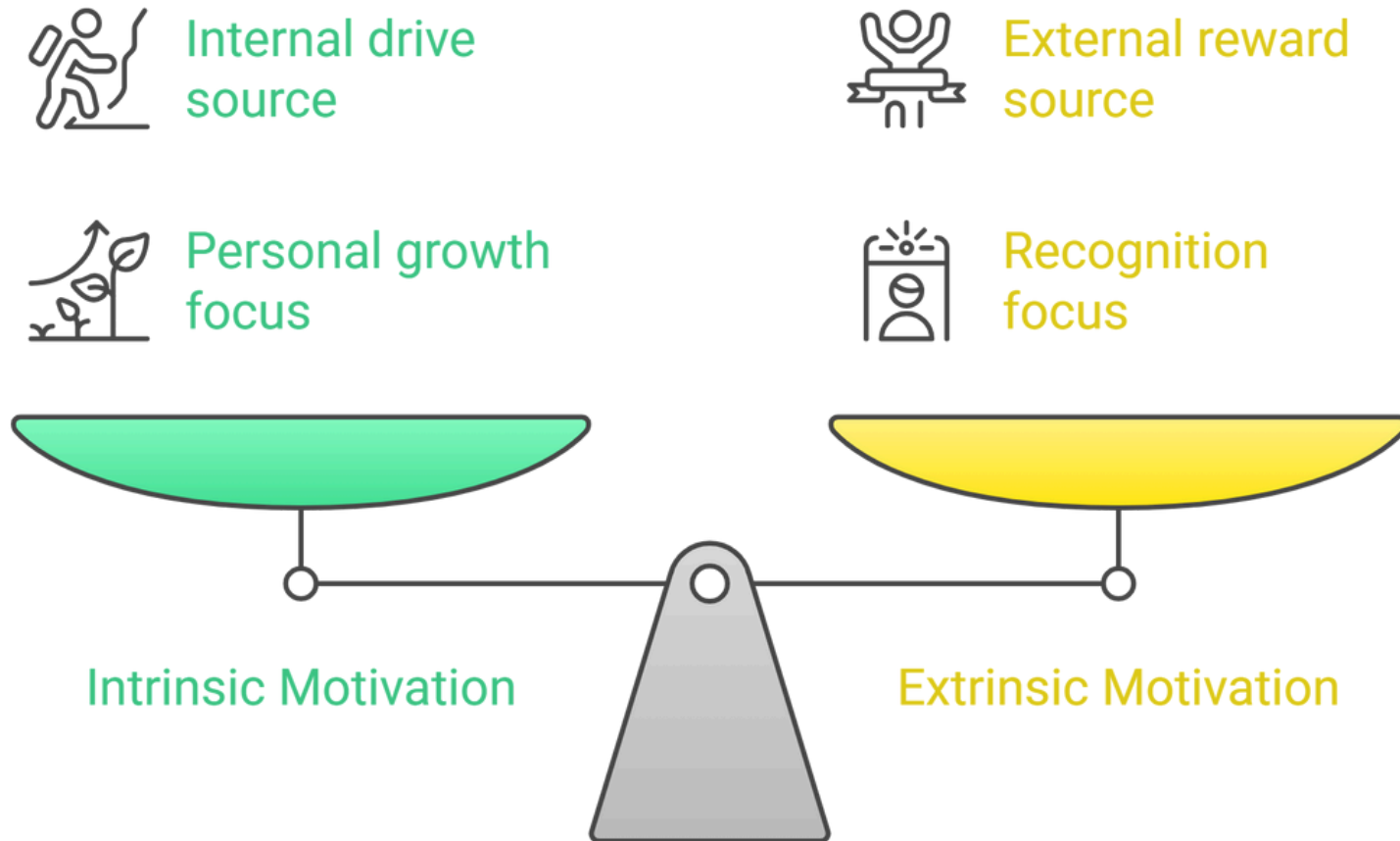
NATURE



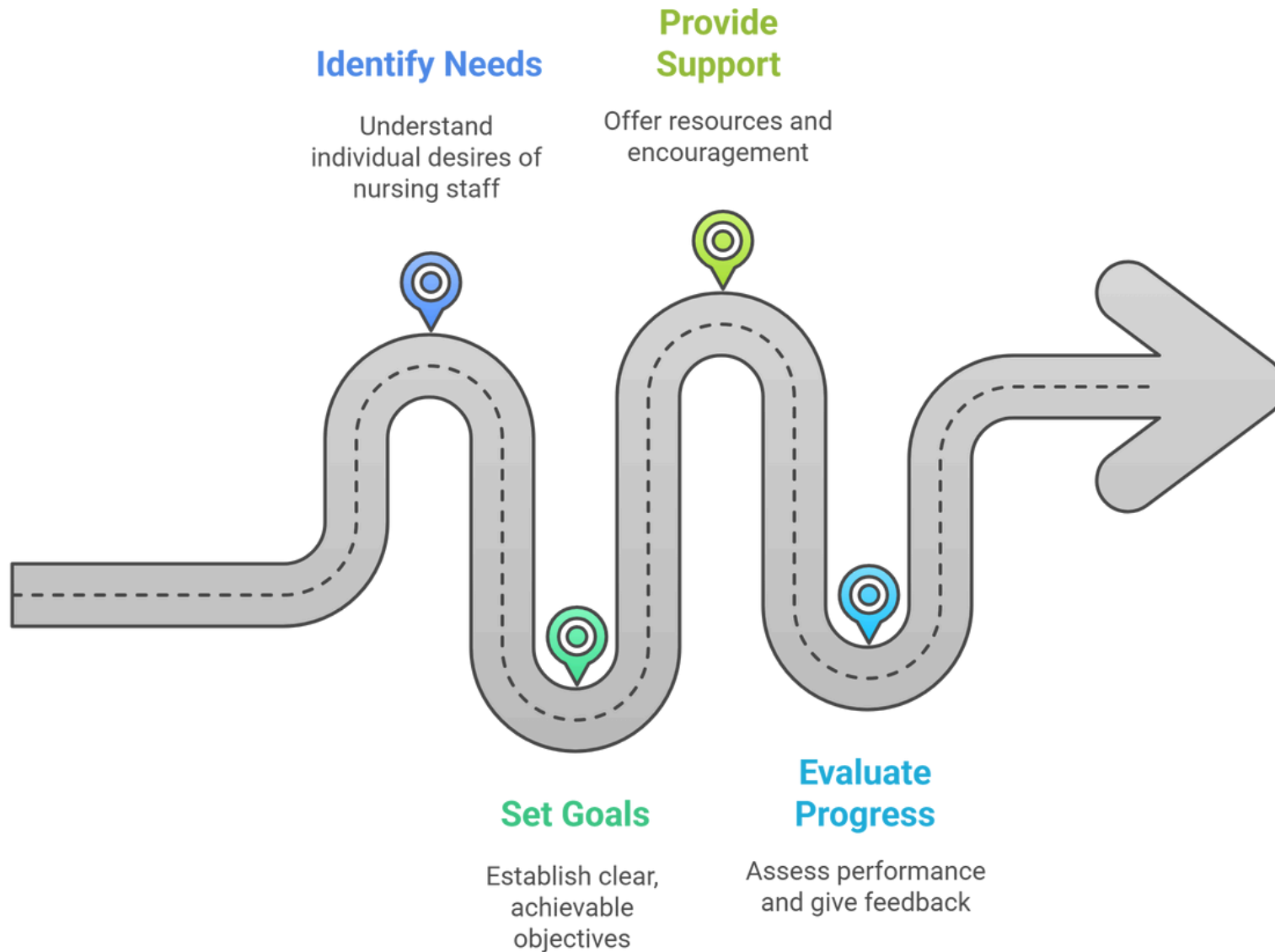
IMPORTANCE



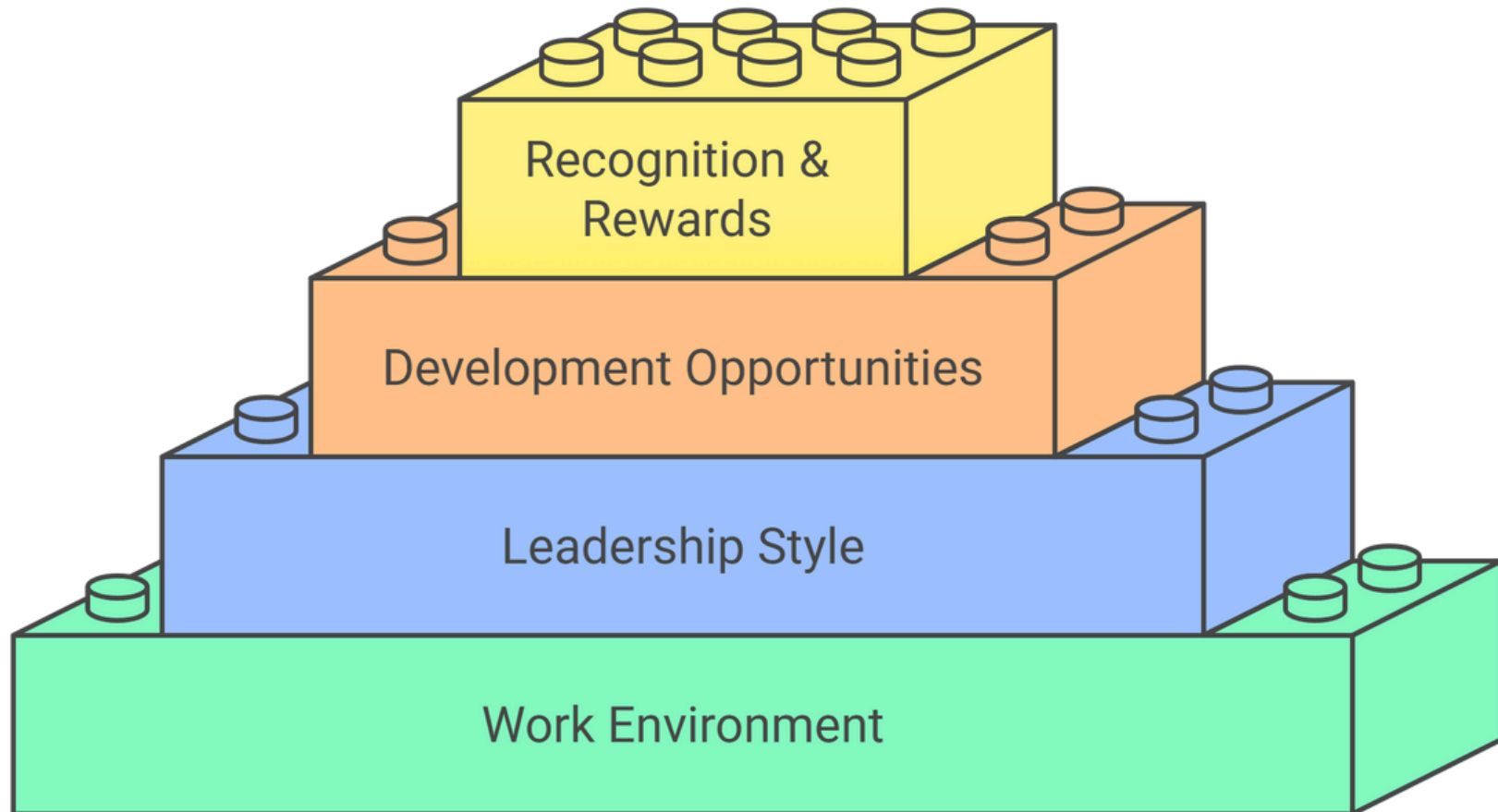
TYPES



PROCESS



FACTORS THAT INFLUENCE NURSES MOTIVATION





TIME TO ASSESS



1. What is the primary aim of motivation in nursing management?

- A. To increase hospital bills
- B. To punish underperformers
- C. To improve employee performance and satisfaction
- D. To reduce patient care

✓ Answer: C. To improve employee performance and satisfaction

2. According to Maslow's hierarchy of needs, which of the following is the most basic need that must be satisfied first?

- A. Esteem needs
- B. Safety needs
- C. Physiological needs
- D. Self-actualization

✓ Answer: C. Physiological needs

3. Which of the following is a non-financial motivator for nurses?

- A. Bonus payment
- B. Health insurance
- C. Job recognition and appreciation
- D. Overtime pay

✓ Answer: C. Job recognition and appreciation