

23.19: Motivation in Today's Workplace

Learning Objectives

- Explain how job characteristics theory can be used to enhance employee motivation
- Describe ways in which goal setting can improve employee performance

The following videos contain examples of motivational theory being used in today's companies. As you watch, see if you can recognize any of the theories you've studied. Are they need based or process based? What are the results of the different motivational strategies these companies use?



You can [view the transcript for “Starbucks Gives Employees Free College Education”](#) (opens in new window).



You can [view the transcript for “Flex Year”](#) (opens in new window).



You can [view the transcript for “Container Store Employee Benefits”](#) (opens in new window).



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