Organisational slide

Who talks	About what	Content itself
Lera	Plan	1. Attributes of a leader 2. Motivation tools 3. Motivation theories 4. Correlation between the team leader's actions and motivation theories
Lena	Skills of a leader (general)	
Sveta	Introduction (Ubisoft)	
Lena	Skills of the leader in the focus team	
Lera	Monetary and Non-Monetary tools in the business	
Alex	Which tools the leader uses	
	Motivation theories	
Sveta	Hackman	
Alex	Vroom	
Lera	2-Factor	
Lena	Maslow	
	Correlation	
Sveta	Hackman	
Alex	Vroom	
Lera	2-Factor	
Lena	Maslow	

Motivation in the Ubisoft team

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PLAN

1. Attributes of a leader

2. Motivation tools

3. Motivation theories

4. Correlation between the team leader's actions and motivation theories

Leaders are people who do the right thing; managers are people who do things right.

– Professor Warren G. Bennis

Differences between Leadership and Management

Management	Leadership
appeals to head	appeals to heart
is concerned with being right	is all about what is right
requires subordinates	requires followers
plans in detail	sets direction
the essence of management is stability	the essence of leadership is change
wants results	wants achievement
charters existing routes	takes new directions

Leadership Skills List

Setting goals and objectives

Planning tasks and activities to meet goals

Communicating with teams and individuals

Recognising other people's strengths, limitations and potential

Organising work and delegating to others

Inspiring others to act to meet goals

Giving and receiving feedback

Reviewing performance

Resolving problems

Continually improving processes

About Ubisoft Kiev and the team

Ubisoft Kiev is a subsidiary of French multinational video game publisher

Functional team
- 4 people in the team
- responsible for promoting goods on Ukraine market

R&D specialist

Business Developement Manager

Localisation Project specialist

PR specialist

Skills of a leader in Ubisoft Kiev

Organization skills

Negotiation skills

Communication skills

Listening skills

Creativity skills

Visionary skills

Time management skills

Listening skills

Motivation skills

Motivation tools

Monetary	Salaries
	Bonuses

Non-monetary	Job security
	Flexible working hours
	Promotion opportunities
	Suggestion scheme
	Praise or recognition
	Trainings

Tools the Leaders use

Empowering others

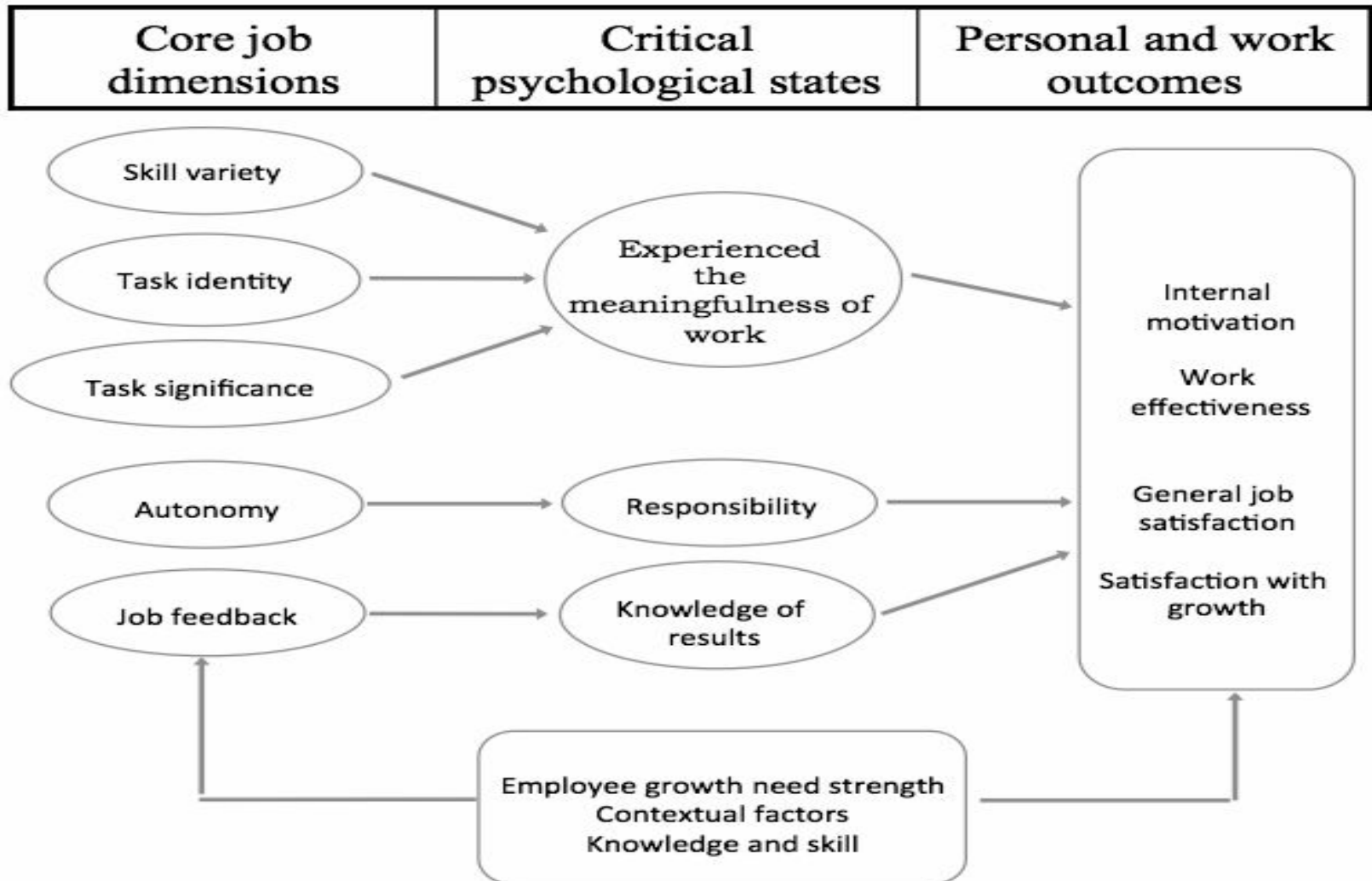Correlating employees' capability and performance

Developing others

Coaching

Recognising employees' achievements

Difficult conversations

Oldham and Hackman Job Characteristics Theory

V. Vroom Expectancy Theory

Alex

Motivational Force = Expectancy x Instrumentality x Valence

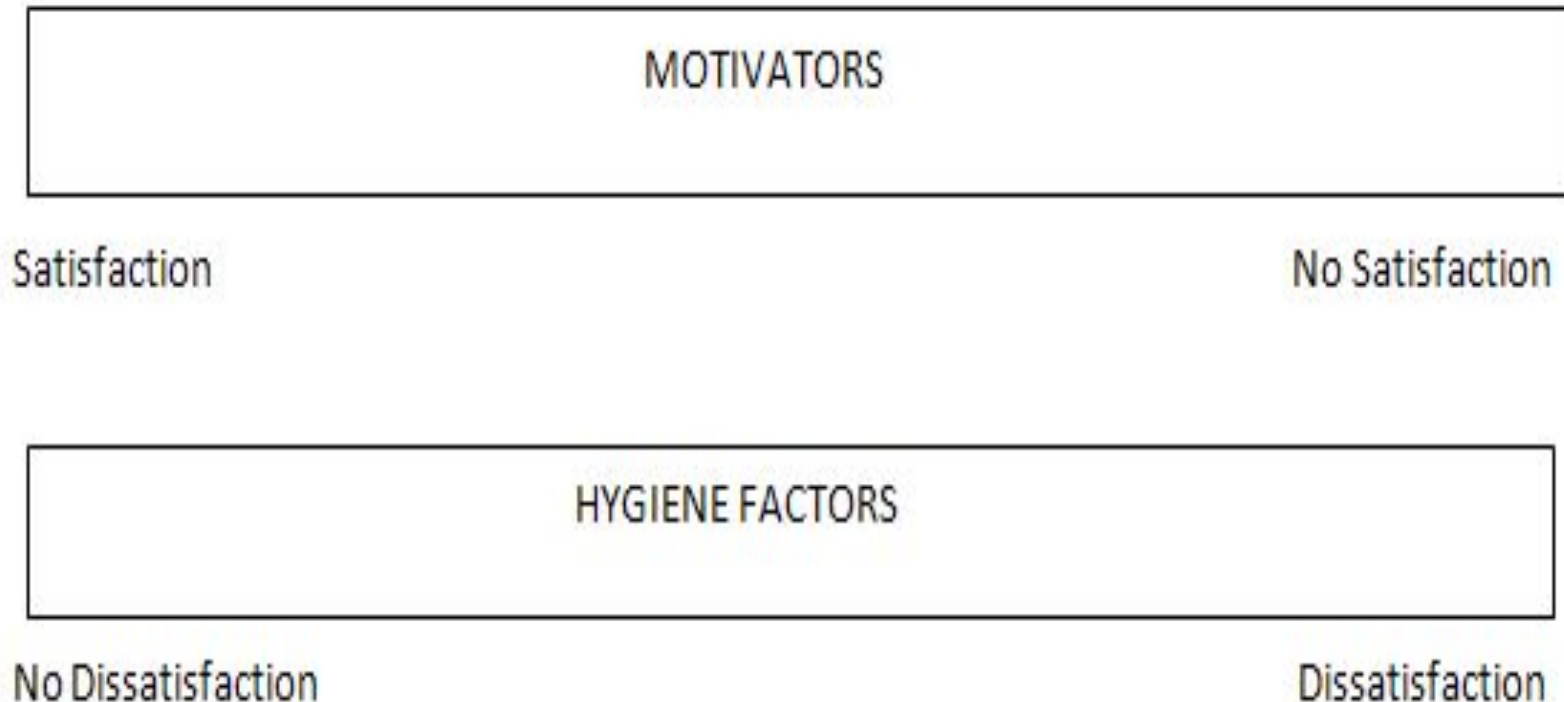| Extent to which a person is likely to be engaged in a certain course of action	Belief that an increase in effort will result in an increase in performance	Belief that increased performance will lead to certain outcomes	Extent to which the outcome is desirable

**Employees are motivated only if
a high effort leads to high performance, which leads to the outcomes
valued by the employee**

Leaders need to understand

 What employees value

 What motivate employees at different times

 Different employees are motivated by different things

 Rewards need to be sustained not a 'flavour of the week'

Frederick Herzberg 2-Factor Theory

MOTIVATORS

Satisfaction   No Satisfaction

HYGIENE FACTORS

No Dissatisfaction   Dissatisfaction
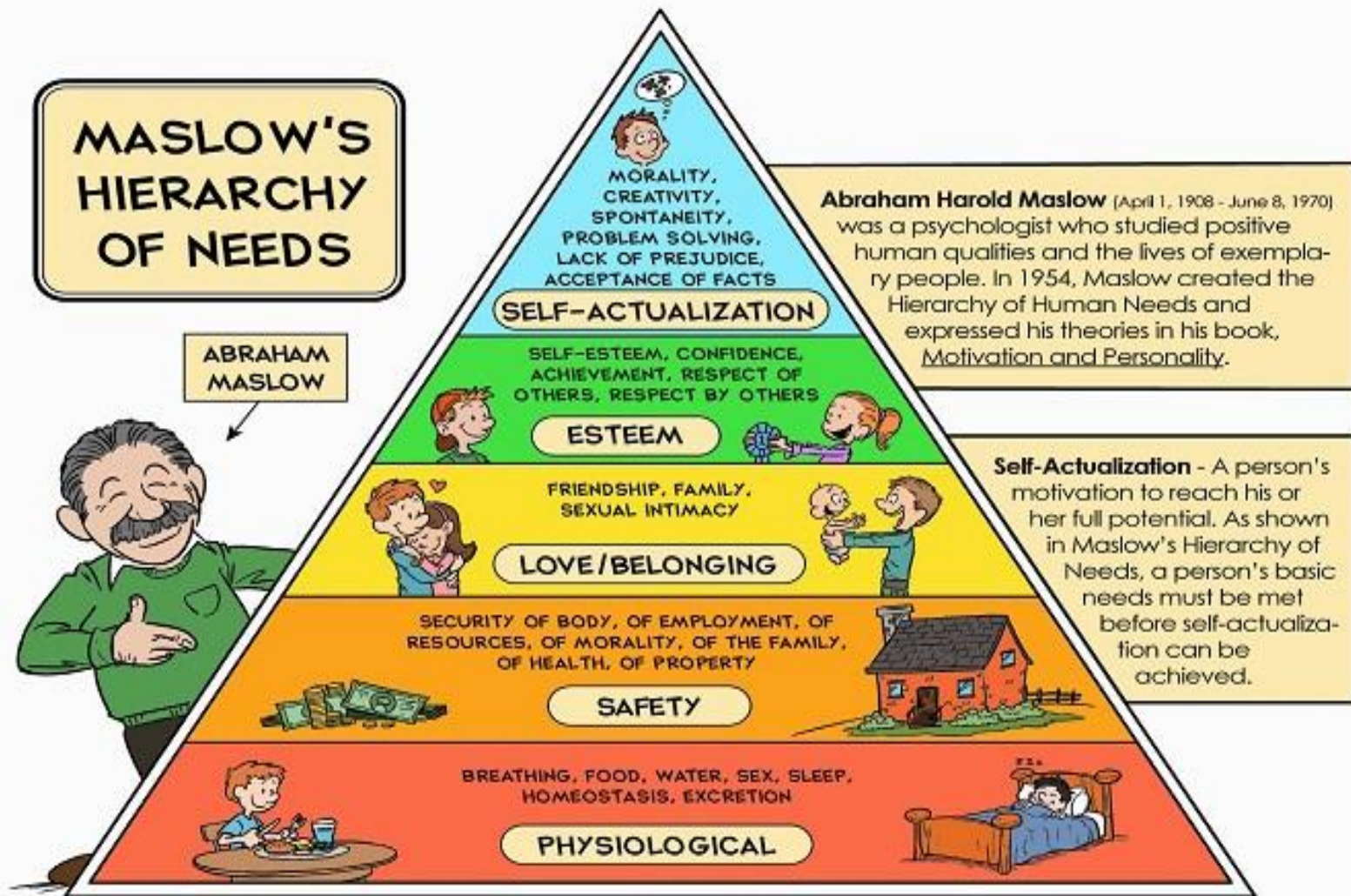
Frederick Herzberg 2-Factor Theory

Hygiene factors

- Pay
- Company Policies and administrative policies
- Fringe benefits
- Physical working conditions
- Interpersonal relations
- Job security

Motivators

- Recognition
- Sense of achievement
- Growth and promotional opportunities
- Responsibility
- Meaningfulness of the work

Maslow's Theory of needs

Correlation between the team leader's action and motivation theories

Motivation theories	Motivation tools used by the business	Motivation tools used by the team leader
Hackman and Oldham Theory	- Skills and job responsibilities variation - Integrity of the work - Understanding the importance of the efficient job implementation - Staff feedback encouragement	- Opportunity to make independent decisions - Understanding main aims and objectives - Independence in planning actions and the choice of specific ways of work implementation - Distribution of responsibilities to ensure that there is no repetitiveness
V.Vroom Expectancy Theory	- Individual approach to motivating an employee - Transparent and correct information - Providing the expectation of a certain outcome - Ensuring that rewards provided are deserved and wanted	- Considering individual factors (personality, skills, experience, knowledge and abilities) - Trust - Provide subordinates with support - Make the subordinates feel valued and respected - Ensuring that added effort will lead to better performance

Motivation theories	Motivation tools used by the business	Motivation tools used by the team leader
F.Herzberg 2-Factor Theory	• Job security • Promotion opportunities • Flexible working hours • Interpersonal relations • Trainings • Recognition • Responsibility • Meaningfulness of the work	• Flexible working hours • Interpersonal relations • Trainings • Recognition • Responsibility • Meaningfulness of the work
Maslow's Hierarchy of Needs	• Allocating challenging and stimulating responsibilities to employees • A salary amount which enables the individual to have food shelter, clothing etc • Safe working conditions and clear work procedures to reduce stress and anxiety • Achievement recognition	• The opportunity to achieve and secure job promotions • Employee development plans to help employees reach their potential in the workplace • Positive work relationships, teamwork and work social events to encourage team building • Cross-training, job

Thank You