

## Behavioural Management Approaches

Read pages 46 – 52 and develop a summary note on the different Behavioural Management Approaches

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### Behavioural Management

- Focus is on the human side of the workplace
  
- Maintains the belief that individuals are social in nature, aiming to achieve full potential

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### Follett's Communities

- Mary Parker Follett viewed organizations as communities of people

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### The Hawthorne Studies

- Initial study examined how economic incentives and physical conditions affected worker output.
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- “Psychological factors” influenced results.
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- Factors that accounted for increased productivity:
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### Maslow’s Hierarchy of Needs

- Abraham Maslow
  - *Need* –
- **Two underlying principles:**
  - *Deficit principle* –
  
- *Progression principle* –

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*Self Actualization*

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*Esteem Needs*

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*Social Needs*

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*Safety Needs*

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*Physiological Needs*

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### McGregor's Theory X & Y

➤ *Theory X* assumes that workers:      ➤ *Theory Y* assumes that workers are:

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### Argyris' Adult Personality

- Classical management principles and practices inhibit worker maturation and are inconsistent with the mature adult personality.

- Management practices should accommodate the mature personality by:

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