

Employees who view their jobs as a temporary means to another end are less receptive to training specifically applicable to their current workplace. Most workers, however, enjoy learning and appreciate employer efforts to help them develop their skills. Opportunities to develop abilities beyond what the current job requires may inspire more thought and effort from them on the job.



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Motivation and Work

Motivation is, by definition, that which causes action or movement. What action or movement is evidence of motivation among agricultural employees? Employers associate “motivated behavior” with those actions of workers that serve their business interests: accepting a job offer, staying in the job, producing high-quantity and high-quality results, coming to work reliably, working safely, cooperating with supervisors and coworkers, and offering useful ideas. If these behaviors are not in evidence, are workers unmotivated?

Some workers take an active interest in their work and the firms that employ them. They notice things that need attention and go out of their way to provide extra thought and care. Others are obviously turned off, showing no desire to perform beyond the bare minimum expected of them. They never notice the broken fence, the soft tire, the dry bearing, or the calf in distress.

Differences in the quality and rates of performance of equally able workers are usually attributed to their motivation. Nearly everybody is motivated but not necessarily to do what is in the best interest of the ranch or farm. Managers are challenged to tap their employees’ motivation by arranging job content and context so that workers’ pursuit of their own objectives naturally serves those of the business.