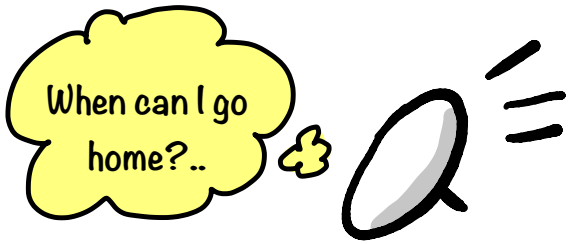


Theory X people

● **Attitude**  
People dislike work, find it boring, and will avoid it if they can

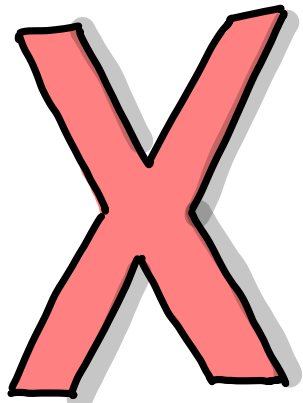
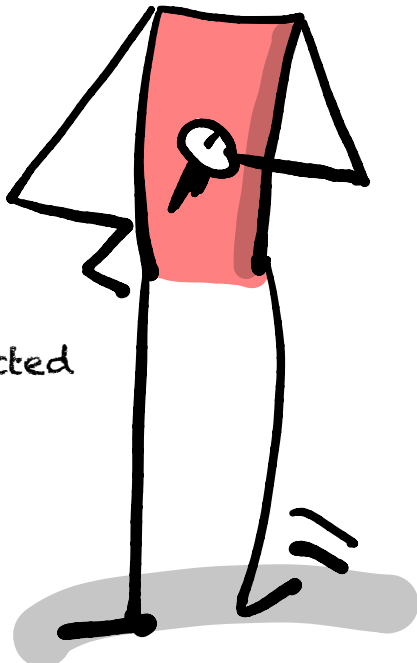
● **Direction**  
People must be forced or bribed to make the right effort

● **Responsibility**  
People would rather be directed than accept responsibility (which they avoid)



● **Motivation**  
People are motivated mainly by money and fear about their job security

● **Creativity**  
Most people have little creativity - except when it comes to getting around rules



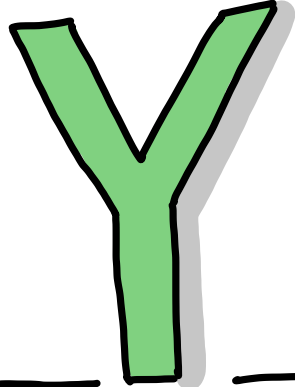
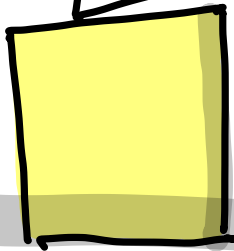
Theory Y people

I've got some ideas!



- **Motivation**  
Under the right conditions, people are motivated by desire to realize their own potential
- **Creativity**  
Creativity and ingenuity are widely distributed and grossly under-used

- **Attitude**  
People need to work and want to take an interest in it. Under right conditions they can enjoy it.
- **Direction**  
People will direct themselves towards a target that they accept
- **Responsibility**  
People will seek and accept responsibility, under the right conditions



Douglas McGregor

Theory X or Theory Y people?

Behaviour

Human Nature

Context



$$B = f(P, E)$$

Behaviour

10%

P

Person

90%

E

Environement

Or Environement?

Kurt Lewin's Equation