

The Bachelor thesis disserts upon employee motivation, namely the intluence upon their working effort with the goal to increase their performance and loyalty, and operates with the fact that people, with their knowledge, abilities, skills and certain brainware, are the key factor for successful performance of each organization if they are optimally motivated. The thesis emphasizes the fact that the employee motivation cannot lie only in stimulation with material instruments because the labour is not just a source for living but it also meets a lot of other needs arising from natural human desire to do meaningful work and to be useful. At first the text explains the concept of motivation, its sources and describes the procedure and the principle of motivation process in accordance with psychological point of view. These findings are afterwards applied to the area of working behaviour and the thesis describes the relationship between motivation and job performance. The other part deals with labour motivation theories which are an important source of valuable information for further management practice. The following part describes instruments suitable for stimulation of employees including such instruments which can intluence people even without their awareness but they have great motivation power. The last chapter deals with motivation program of an organization, at first from the standpoint of theory and then it provides an example of motivation program of one organization working in insurance business.