

ABSTRACT

This bachelor thesis deals with sources and instruments of non-financial motivation on stability of concrete group of external trainer's. Firstly, term of non-financial motivation is defined, than sources of motivation are described in context of organizational behavior, needs are emphasised as a key source of motivation to work. In thesis are specified and described instruments of non-financial motivation, which serves to stimulation on workers. Influence of extrinsic and intrinsic motive is described as well. Effect of non-financial motivation in organization is confirmed thanks to theory of social and market norms. In the second part qualitative probe is described, which deals with influence of forenamed factors on stability of concrete group of external trainer's.

Key words: non-financial motivation, needs, instruments of stimulation, social and market norms, qualitative probe, semi-structured interview, semi-structured questionnaire.