

This work focuses on the motivation of a labor activity and on motivation tools which can be used by an enterprise to stimulate its employees. The motivation is a complex inner process affected by a group of individual personal needs and interests and also by a lot of external incentives.

Through the work activities, we aim to satisfy specific kind of needs such as need for achievements, need for success, need for self-fulfillment etc. I present the most known theories directly focused on the labor activity motivation, e.g. Maslow's hierarchy of needs, Herzberg's two-factor theory, Alderfer's ERG theory, McClelland's theory, theory of expectation, rightness or target etc. Because at the end, the stimulation target from the enterprise point of view is an increase of the quantity and quality of the employee outputs, I also focus on the demand for the output and the related motivation factors.

In the work I describe motivation tools which can be used by an enterprise to stimulate its employees and I also target the conditions of creating and operation of the motivation program. At the end of the work, I address motivation tools of my current employer (under fictional name "AZ") and I attempt to evaluate their effectiveness.