

## **Abstract**

This thesis describes the applied research of motivating factors conducted among paramedical staff in the Hospital “Nemocnice Rudolfa a Stefanie Benešov” in 2010. The objective was to study several dimensions of work motivation, with special emphasis on motivational factors and motivational potential of work. Purpose of the project also represented a compilation of the consultancy recommendations arising from the results and their providing to the hospital staff. These recommendations should contribute to more effective application of targeted motivating of subordinates by managers of paramedical staff in this hospital. We found out that the strongest motivating factors for respondents include patient satisfaction, good interpersonal relationships at work, expressions of recognition and work achievement. It was also suggested that the caregivers see the highest motivation potential of work in the importance of the performed tasks; that is the possibility to participate actively in influencing people's health.

### *Key words*

Work motivation, Motivational factors, Motivational potential of work