

Stakeholders
dissatisfied and
unmotivated



Stakeholders not
dissatisfied, but
unmotivated to make
improvements



Stakeholders
satisfied and
motivated

Hygiene factors

1. Working conditions
2. Salary
3. Status
4. Security
5. Policy & administration
6. Relationships (with supervisors, subordinates and peers)
7. Personal life

Motivation factors

1. Achievement
2. Recognition for achievement
3. Interest in the job
4. Responsibility for tasks
5. Advancement to higher level tasks
6. Personal growth