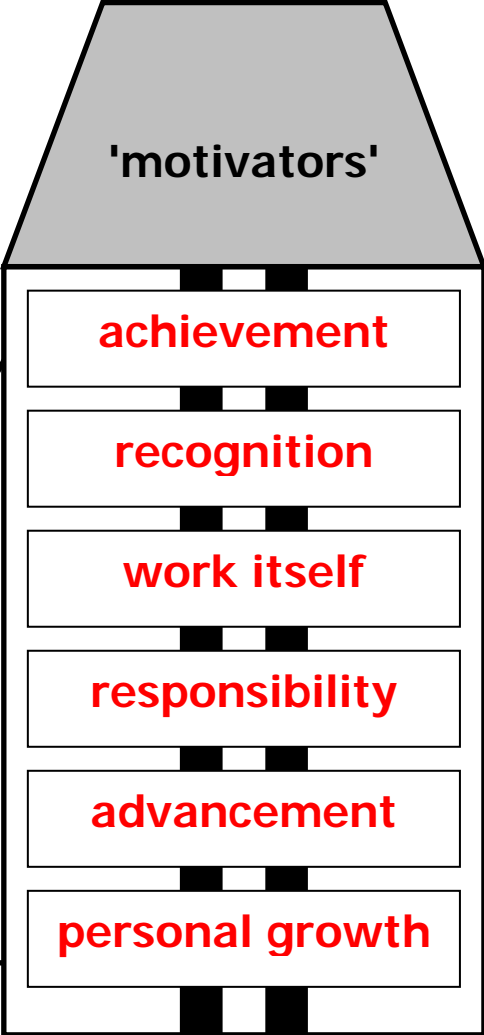


Herzberg's
Motivators
and Hygiene
Factors



'hygiene' (or 'maintenance') factors		
status	security	relationship with subordinates
personal life	relationship with peers	salary
work conditions	relationship with supervisor	
company policy and administration		supervision

Hygiene factors are merely a launch pad - when damaged or undermined we have no platform, but in themselves they do not motivate.