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follows;

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David McClelland's Human Motivation Theory gives you a way of identifying people's motivating drivers. This can then help you to give praise and feedback effectively, assign them suitable tasks, and keep them motivated. Using McClelland's theory in the example above would have helped you structure your feedback for the person.

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David Clarence McClelland (May 20, 1917 – March 27, 1998) was an American psychologist, noted for his work on motivation Need Theory. He published a number of works between the 1950s and the 1990s and developed new scoring systems for the Thematic Apperception Test (TAT) and its descendants. McClelland is credited with developing Achievement Motivation Theory, commonly referred to as "need ...

### **David McClelland - Wikipedia**

What is the McClelland Motivation Theory? The American psychologist David McClelland studied the way in which people satisfy their needs. What motivates people and what motivators are learned? According to David McClelland, people have motivating drivers that are directly linked to need regardless of age, gender, culture or race.

### **What is McClelland Theory of Motivation? Practically ...**

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Understanding human motivation ought to be a good thing. It should help us to find out what we really want so that we can avoid chasing rainbows that are not for us. It should open up opportunities for self-development if we apply motivational principles to pursuing our goals in life. David C. McClelland (1978).

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The heart of the Human Motivation Theory promoted by McClelland is the idea that there are three main motivators which come into play in the work environment. While McClelland believes that all people have some degree of each of these three factors, one of them is going to be the dominating motivator for each individual.

### **McClelland's Human Motivation Theory**

An expert in human motivation, David McClelland joined the Harvard faculty in 1956, where he taught and conducted research for 30 years. He was the Chair of the Department of Social Relations from 1962-1967.

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