**Video Title:** Motivation by Job Design

**Video URL:** [**https://www.youtube.com/watch?v=YdMBgIXcG\_c**](https://www.youtube.com/watch?v=YdMBgIXcG_c)

**Run Time/Source:** 9:35, YouTube

**Close Caption Available:** Yes

The information presented in this video highlights several of the characteristics of the job characteristics model of job enrichment presented on pages 161-162 of the textbook. Managers are encouraged to see that these characteristics or elements are included in the workers’ jobs. First is skill variety, or many skills to perform the task. Second is task identity, or being able to do an entire job, such as feeling, “I made that pair of yoga pants by myself.” Third is task significance, of the feeling of making a heavy impact on others, such as thinking that yoga pants make life more enjoyable for millions of people. Fourth is autonomy, or the feeling of freedom and independence in performing the job, such as being the sales manager in a distant territory. Fifth is feedback or receiving direct information about performance. The daily number of purchases made via a website would be effective feedback.

*Questions for Thought and Discussion*

1. Why wasn’t there any mention of money in this video about motivation?

2. Why is the feeling of autonomy or freedom motivational to many workers?

3. Research indicates that among the most committed workers are zookeepers even though they are low paid and their position does not have much prestige. What is it in the design of a zookeeper’s job (such as a person who takes care of elephants) that makes it so motivational?

4. If teamwork is so important in organizations, how can the job characteristic of autonomy be experienced by team members?

5. How do CEOs stack up with respect to having a motivational job design?