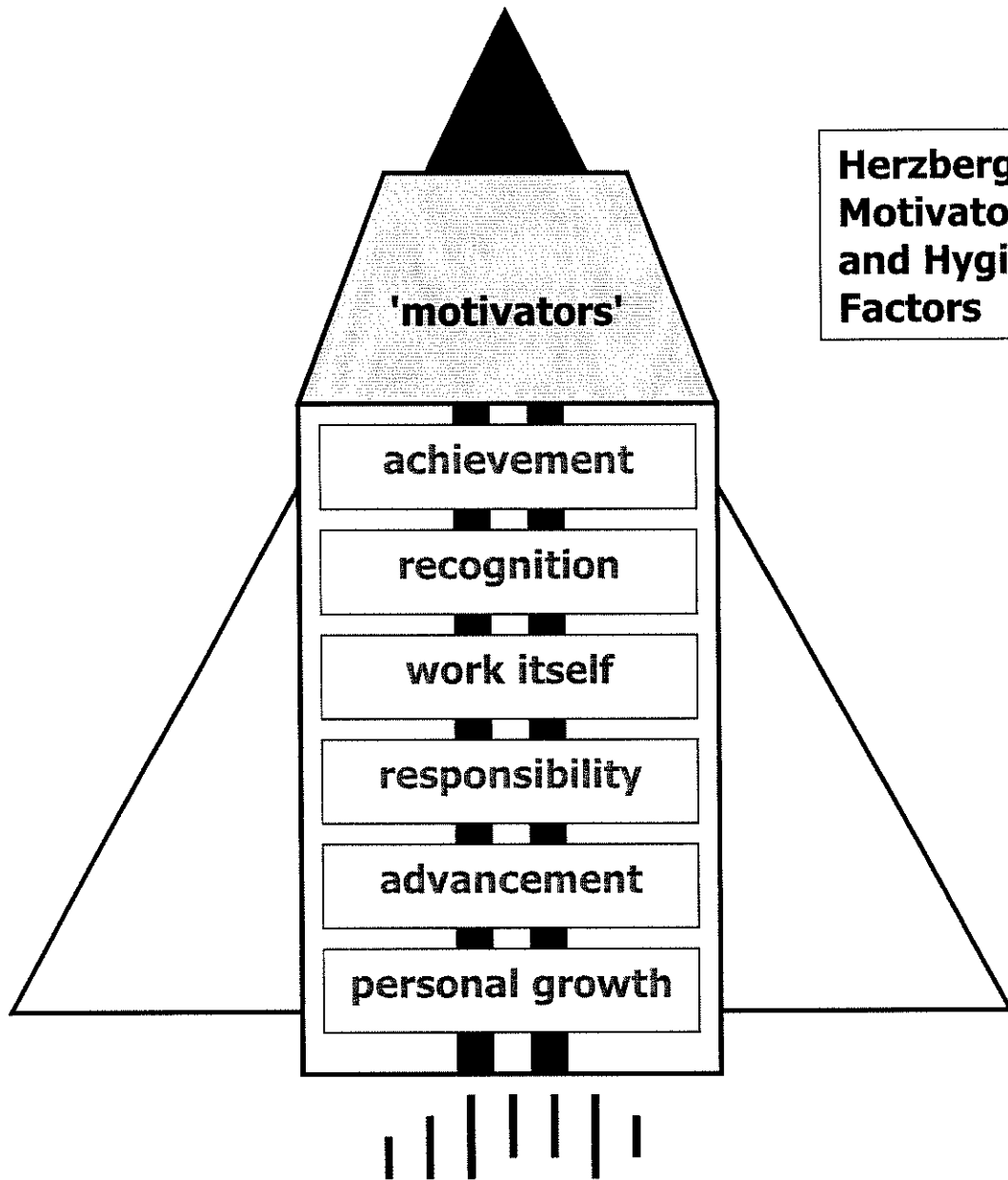


**Herzberg's
Motivators
and Hygiene
Factors**



| '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.