

# Achievement Motivation

*“We are what we repeatedly do. Excellence then is not an act but a habit”*

*-Aristotle*

Achievement Motivation workshop is based on the famous theory of Achievement Motivation by David McClelland. It allows participants to identify their abilities and move from a position of latent motivation to that of active motivation.

Achievement motivation in people guarantees success and profitability in organisations. To produce adequate conditions for the development of a high-achievement motivation, individuals need to realize how achievement motivation is formed and how it can be translated into successful action impacting their careers.

Participants of this workshop constantly benchmark themselves against excellence, bringing about a paradigm shift towards realization of their potential.

Stop celebrating under-performance, and build a habit of excellence.

## How will you benefit?

Upon completion of this program, you'll be able to motivate yourself to constantly achieve by developing a

- Desire for success in competition with others
- Desire for success in competition with self-imposed standard of excellence
- Desire for unique accomplishment
- Desire for long-term involvement
- Move permanently to an active state of motivation

## What does the program cover?

- Thematic apperception test
- Blocks, feelings, goal anticipations, needs
- Motivation profile(power, affiliation, extension, achievement)
- Personal efficacy
- Characteristics of a person with high need for achievement
- Locus of control
- Benchmarking
- Predicting
- Risk

## Who should attend?

- Beginner
- Practicing
- Proficient

## Learning methodology

- Workshop

This workshop is a fixed curriculum.

Our goal in creating the program is to help individuals move permanently to a state of active motivation, seeking achievement in every task they do.

## Duration, Next Steps & Pricing

Discuss your brief with our consultants. Get a customised intervention plan that meets your objective, works within your time frame and is budget-friendly. Write to us at: [pallab@pallabmitra.com](mailto:pallab@pallabmitra.com)

*“Excellence is not an exception, it is a prevailing attitude.”*  
*-Gen. Colin Powell*