

THE INTERNATIONAL JOURNAL OF HUMANITIES & SOCIAL STUDIES

Perception of Employees' towards Motivation Using Mind Mapping Technique

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Abstract:

Mind mapping is a highly effective way of getting information in and out of your brain. It can be used for various tasks from creative thinking to project working. It will help the workers to increase their thinking competencies as well as their adeptness in learning new information. An effective strategy of Mind Mapping will enable the employees to absorb and retain much more information, thereby making training departments utilizing Mind Mapping more effective. This study focused on the brain-based motivational strategy using Mind Mapping technique and its effectiveness in utilizing the knowledge of employees. The objective of the study is to examine the employee's perceptions towards motivation and analyze the existing intricacies for improving their motivation level. The study covered 50 executives of TVS Sundaram Clayton Limited from the department of Quality Assurance Design and Primary data were collected by administering the questionnaire. The data were analyzed using percentage analysis and ANOVA single factor with the help of SPSS Package. The study revealed that the company is working in the right way for improving the employee motivation and organization development. It has been analyzed that factors like human factor, working attitude, co-operation and communication with team members, knowledge about the machineries and techniques has greater impact on employee motivation. Team Communication should be improved by motivating the employees. Working atmosphere in the organization is favourable to the employees to share their opinion and ideas to the Senior Executives.

Key words: *Mind mapping, perception, motivation, team communication and organizational development*

1. Introduction

The term "mind map" was first popularized by British popular psychology author and television personality Tony Buzan, the use of diagrams that visually "map" information using branching and radial maps. These pictorial methods record knowledge and model systems, and have a long history in learning, brainstorming, memory, visual thinking, and problem solving by educators, engineers, psychologists, and others. Mind maps are similar in radial structure to concept maps, developed by learning experts in the 1970s, but differ in that the former are simplified by focusing around a single central key concept.

Achievement for employees in the organization environment will depend on their own thinking abilities. Mind Mapping will help the employees to increase their abilities and knowledge. Now the focus should be the efficient use of knowledge and skills to the job situation. The effective use of applying employees' knowledge into the job situation is the success for organization development as organizations invest more money each year on training and development for the employees. Approximately 90% of investment is wasted because of the knowledge and skills are not fully applied by those employees on the job.

Mind mapping is a highly effective way of getting information in and out of brain. Mind mapping is a creative and logical means of note-taking and note-making that literally "maps out" the ideas. Mind Mapping is versatile business tool. It can be used for virtually any task from creative thinking to project working. Some of the tasks are Communication, Company Overviews, Creativity and Innovation, Management and Leadership, Planning and Analysis, Project Management, Problem solving, Collaboration, Decision making and the like.

2. Objective and Sampling Design of the Study

The objective of the study is to examine the employee's perceptions towards motivation and analyze the existing intricacies for improving their motivation level. This study is conducted in TVS SUNDARAM CLAYTON LTD at Padi in Chennai. 50 executives in the Quality Department of the organization are surveyed for the collection of primary data. The questionnaire has been personally

given to the executives and 100 Percent sampling method is followed. The data collected were analysed with the help of percentage analysis and ANOVA single factor.

3. Statement of the Problem

For organizations to remain competitive in the global marketplace they must develop highly skilled workforces. Although any person has learned a great deal about learning, in most instances action to use this knowledge is not being taken. Most instructors still use strategies that consisted mainly of lecturing and individual paper work for motivation in organizations. The strategies to motivate the employees by studying the mindset of the employees for the organization development is not effectively used by the organizational personnel. The focus of this study will be the brain-based motivational strategy by Mind Mapping and its effectiveness in learning styles. An effective strategy of Mind Mapping should show that it will enable the employees to absorb and retain much more information, thereby making training departments utilizing Mind Mapping more effective.

4. Review of Literature

Zampetakis (2007) found that students preferred to work with Mind Maps in teams. This allowed them to develop synergistic interaction, assemble collective knowledge and work with group minded attitude. The flow of communication between group members also contributed to the creative process. When Mind Mapping was used as a brainstorming exercise to identify the major curricular issues in Turkey, it was apparent from the outcome that both the quality and quantity of the issues generated had improved. Students reported that the exercise enabled them to perceive all the concerns together as they were related to each other and they enjoyed expressing their opinions within a participative climate. (Paykoc et al., 2004). Mind Mapping was successfully applied for action planning to improve team processes within executive education and management development programmes (Mento et al., 1999). When used for group brainstorming sessions, Mind Mapping was seen to enhance critical thinking and co-operation and provided a solid basis for collaborative problem-solving. Students involved in the sessions reported that they enjoyed expressing their opinions in a participative and open climate (Paykoc et al., 2004). Al-Jarf (2009) said that Mind Mapping software offers a powerful approach for improving the ability of students to generate, visualise and organise ideas. The students involved reported that the Mind Mapping tool encouraged creative thinking and they became faster at generating and organising ideas for their writing.

Mueller (2002) describe a case where Mind Mapping is used by student nurses for planning patient care so as to encourage critical, whole-brained thinking when applying the nursing process. The use of Mind Maps in this way resulted in a greater ability to focus on the patient, make connections, see the whole picture and be more creative. Holland (2003/2004) found Mind Mapping to be a useful technique for helping students plan and structure their essays and projects more effectively. Students were able to improve the structure, coherence and, consequently, the quality of their written work and were able to draw value from the technique for project managing practical work. Ralston and Cook (2007) conducted a study where children were placed in groups and encouraged to create 'consensual' maps using Mind Mapping software. They suggested that use of the software played a significant part in promoting meaningful talk and in supporting the children's exploration and presentation of ideas.

5. Analysis and Discussion

Success for employees in the organization environment will depend on their own thinking abilities. Mind Mapping will help the workers to increase their thinking competencies as well as their adeptness in learning new information. In the past, training research and development efforts were focused on improvement of training. Now the focus should be the transfer of knowledge and skills to the job situation. Transfer of training is the effective and continuing application of the knowledge and skills gained in training. This transfer of training is important because organizations spend billions of rupees each year on training and development for the employees, when approximately 90% is wasted within the first two weeks because that knowledge and training is not fully applied by those employees on the job. For organizations to remain competitive in the global marketplace they must develop highly skilled workforces.

Age (years)	Number of respondents	Percentage to total	Monthly salary(Rs in '000)	Number Of respondents	Percentage to total
< 25	10	23.8	< 10	23	54.8
25-35	27	64.3	10-20	9	21.4
35-45	4	9.5	20-30	7	16.7
45-55	1	2.4	30-40	3	7.1
Total	42	100.0	Total	42	100.0
Gender	Number of respondents	Percentage to total	Area of living	Number of respondents	Percentage to total
Male	33	78.6	Rural	8	19.0
Female	9	21.4	Urban	26	61.9
Total	42	100.0	Semi-Urban	8	19.1
			Total	42	100.0

Table 1: Demographic Profile of the Respondents

Source: Primary Data

Experience in present position	Number of respondents	Percentage to total	Experience in previous position	Number of respondents	Percentage to total
< 5 year	27	64.2	< 1 year	14	33.3
6-7 years	7	16.7	1-2 years	11	26.2
7-8years	4	9.5	3-4 years	9	21.4
8-9 years	1	2.4	4-5 years	2	4.8
9-10 years	1	2.4	5-6 years	1	2.4
> 10 years	2	4.8	> 6 years	5	11.9
Total	42	100.0	Total	42	100.0

Table 2: Demographic Profile of the Respondents

Source: Primary Data

The above tables depict that around 79% of the respondents are male and the rest of them are female. 64% of the respondents are in between the age group of 25-35 years, 24% of them are below the age of 25 years, 10% are in between 35-45 years and the remaining respondents are in between 45-55 years. 62% of the executives are from urban and the rest are from rural and semi-urban areas. The above tables show that, 55% of the executives are earning below Rs.10,000. 21% of the respondents are earning between Rs. 10,000-20,000. The rest of the executives are earning remuneration above Rs. 20,000. 65% of the executives are having an experience of less than 5 years in their present position and 17% are having an experience of 6-7 years, 1/10 of them are having an experience of 7-8 years and the remaining respondents are having an experience of above 8 years. 33% of the executives having an experience of less than 1 year, 26% are in between 1-2 years and 21% are having 3-4 years of experience. The rest are having an experience of above 4 years in their previous position.

An attempt is made to study the relationship between gender and monthly income of employees with others factors of motivation using ANOVA single factor. The opinions expressed by the respondents may differ depending upon their demographic variables. It also includes the Human Factor, Working Attitude, Team Communication, Management Support, Training and Development, Department Co-operation, Knowledge and Working Atmosphere.

The following hypothesis is framed to test the relationship between gender and monthly income of employees with others factors of motivation.

Null Hypothesis (Ho): Gender and monthly income has no influence on level of motivation.

– ANOVA single factor				
Factors	Gender		Monthly Income	
	P Value	Result	P Value	Result
Human factor	.488	Accepted	.121	Accepted
Working attitude	.883	Accepted	.112	Accepted
Team communication	.762	Accepted	.028	Rejected
Management support	.475	Accepted	.846	Accepted
Training and Development	.8	Accepted	.180	Accepted
Department cooperation	.664	Accepted	.882	Accepted
Knowledge	.067	Accepted	.844	Accepted
Motivating factor	.612	Accepted	.923	Accepted
Discussion	.881	Accepted	.661	Accepted
Working atmosphere	.275	Accepted	.683	Accepted

Table 3: Relationship between gender and monthly income and their opinion towards level of motivation

Source: Primary Data (at 5% level of significance)

From the above table, it is evident that the gender has no impact on the factors influencing the level of motivation. As the work nature is similar for both male and female, the satisfaction level and other factors are also similar for both the gender. The target and coordination of work is similar for both the gender. The information sharing is based on the expertise and knowledge level of the executives and not based on gender. Management treats all the executives equally irrespective of gender. Same level of training is provided for both the gender based on their position in the organization. The gaining of support and providing support to other department is based on the ability to handle the situation and communication with peer groups. The salary and other benefits are based on the performance of the executives and not based on gender. Working atmosphere is based on the effectiveness to easily communicate with the supervisors. The job satisfaction is not only based on income level, also based on the work nature.

The above table shows that Ho is accepted for all the factors of motivation except team Communication. Therefore income level has a significant influence on Team Communication whereas income level has no influence on other factors. Even if the income is high, some of the executives are not properly doing their work. Executives with less satisfaction have less interest on completing their work. High income level doesn't make better communication with team members. So, the organization motivates the executives to participate in daily meeting, sharing their ideas and opinion with the team members. Manager's guidance helps to solve their work

related problem which improves organization development and executive knowledge. Training helps to improve the skills and knowledge of the executives and it doesn't have direct relation with income level. Co-operation helps the executives to do their work effectively and complete their work earlier. Executives do their work based on their knowledge and skill level not based on their income level. Good working atmosphere make the employees freely communicate with others to share their opinion and ideas based on the need of job situation. Communication is not based on income level, but based on the working attitude of the employees.

Improvement of Department Co-operation makes the communication easy with other departments and helps the executives to do their work with efficient use of resources and does the work earlier. It reduces the cost of production and increases profit. Working atmosphere should be more favourable to the employees to improve their knowledge and to implement their skills freely if the job needs the situation. They should also be able to freely communicate with the senior executives to share opinion and ideas. Exchange of information gives optimum results to the issues from employees' view. The working attitude of executives is based on their personal and organizational needs, work and personal interest, job targets, job planning, job co-ordination and the like. Even if the income is high, the executives with low job satisfaction don't show the interest on work but shows on personal interests. So, the organization must work to motivate and respect the employees' suggestion. The gaining of support and providing support from/to other departments is based on the communication and ability to handle the situation with the peer group. The interruption of other department work acceptance level is low. It shows that there is some interruption in the work while getting help from other departments. So, organization should take necessary measures to improve the co-operation between the departments.

6. Conclusion

Mind mapping is a technique for visually organizing and working with information. It can aid creativity, organization, productivity and memory. Mind mapping can help to capture ideas; organize, prioritize, and visualize complex information; work with both the big picture and the details; and quickly see potential connections and the need for additional information. It is useful for any project involving large amount of information, including teaching and other presentations, researching and writing, brainstorming, and project planning and management level to the organizations at the development level.

7. References

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