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Research 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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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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Human Motivation, originally published in 1987, offers a broad overview of theory and research measuring motives, the development of motives out of natural incentives and the relationship of motives. to emotions, to values and to performance under a variety of conditions.

David McClelland - Wikipedia

McClelland's Human Motivation Theory attempts to explain how the needs for

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achievement, power, and affiliation affect the actions of people from a managerial context. The person who is motivated by sheer achievement is usually one who will relish in the opportunity to both set and accomplish goals.

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