

Social Part of Organizations

Investigations and studies have shown that people do not work for money alone. They want more from their jobs, and it is the organization's responsibility to provide it.

Understanding What People Need

In any organization people must fill the jobs; so understanding what people want from their jobs is very important to successful organizing.

Workers have several social needs, which must be fulfilled on the job, regardless of the job level. These are: the desire to be with other people, to be accepted by the group, and to be respected for their ability.

In addition, people want to feel that what they are doing

is important. They need to take pride in their work. This gives a sense of achievement to the worker.

failing in its duty, and the worker will look outside of the organization for satisfaction.

We've all seen people who haven't progressed very far in an organization, but have gone out and become leaders in clubs, churches and schools. They are not getting job satisfaction at work so they apply their energies elsewhere.

The managers must

organize and coordinate the jobs in the best way from the company's standpoint - and - so the people on the jobs will benefit as well.

Fulfilling Workers' Needs

Managers must organize so that the various needs of the workers are fulfilled, otherwise the organization is

