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# Motivating Young Women

## Organizational Behavior

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## A Message to all the young women

*“People who lack the clarity, courage, or determination to follow their own dreams will often find ways to discourage **yours**. When you change for the better, the people around you will be inspired to change also....but only after doing their best to make you stop. Live your truth and don't EVER stop.”* — Steve Maraboli,

*The Girl With  
Red Glasses*

***And always remember at the end of pain is Success!***

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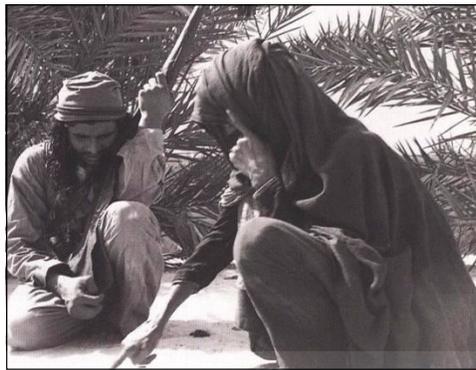
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# Arabic Culture



Living in an Arabic culture, females would usually follow the traditional steps that any female, at that time, would follow. The women would follow them for nearly their entire lives. These steps would start when the females become young adults. They would then get married. As a married woman in an Arabic society, she would aim to fulfill all the husband's needs in the house. Afterwards, the woman would then devote her time in raising her children.

Even though, there is nothing wrong with that, because that's how the older generations lived, but years passed and the typical lifestyle is not every girl's dream. However, this is mostly from the *Arabic culture* rather than the Islamic religion. Islam opened doors to women to wade through all the fields of life side by side with men by helping and supporting each other and completing one another.

Nowadays, women in modern society are highly educated and competing against men in executive positions inside the business world. Women are seeking for equality and independence. So in this report we researched the psychology of young women inside the

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**arab world**, if they're emotional rather than rational, independent or reliable, do they want to continue to follow their family's tradition or try to break the walls.

Therefore we did a survey asking girls studying in University of Sharjah, the Business Dep. Asking them about independence and much more. But we need to keep in mind, in order to be independent you must be motivated.

# Motivation

Motivating young adults differs vastly from motivating their older counterparts, for many reasons. The incentives are not the same because their outcome expectations are different. As we learned in class (organizational behavior book).

*Motivation begins with a need, and searches for a way to satisfy it*

Motivation also depends on the personal characteristics and work ethic of each individual. We learnt that individual motivation is affected by three things:

- Capacity to perform
- Willingness to perform
- Opportunity to perform

The first *Capacity to perform* is basically the individual's abilities, what she can and can't do is governed by her capacity to work, her credentials, her qualifications..etc

The second *Willingness to perform* is the individual's will to work.

The third *Opportunity to perform* brings us back to our previous point of empowerment. The opportunities young women are given to work.

If these three points are available, motivation would be optimum, but it is near impossible that these three criteria are all available together. That is why we study ways to help motivate individuals

## Motivation differences between genders:

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A study conducted by the EWCO about Gender differences in performance motivation found that women and men holding managerial posts don't have a very big difference in individual motivation, and that performance difference was found in lower-sub level posts. Supporting the notion that women in management positions adapt to male thinking. Of course our culture differs from that of Europe, but we believe that there may be some truth to this research.

Referring to (Dia 2010) "There are seven steps" that could lead you to motivation;

1. Have a reason
2. Have a great goal
3. Have a specific plan
4. Start with small steps
5. Do not compare yourself with others
6. Procrastination is your enemy
7. Learn from your previous mistakes

When you do what you do for a specific reason, a specific job. You will start feel alive, there is a "why" for what you do. Afterwords start setting future goals, from where you are today, to where you want to be in the next couple of years. You may face obstacles along the way, you may fall and trip, feel like whatever you do keeps on failing. That's normal, you need to understand that's life and the best solution to get back up and learn from them.

*"Comparison is the thief of joy."* -**Theodore Roosevelt**.

This quote could be debatable, some say as young women compering them selves to an actress or her friend gives them comfort, but when you *get out of your comfort zone*, you'll start have different mindsets. The word **different** is what everyone wants to be, but cannot figure out how.

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# Empowerment

We believe, the first step in motivating young Arab women is to *Empower* them. Women from this region have just begun to actively be part of the work force, before they were usually confined to the household doing household chores, raising children.. etc (*as we said in the arabic culture*) . Today times have changed, and now men and women compete for the same positions, however there are still social stigmas surrounding women who choose to work rather than stay at home. This can lead to many things such as low self-esteem, feelings of inadequacy and incompetence. Arab women must be empowered, they must believe that they have every right to a career that a man has, and they must consider there employment a right, rather than a sacrifice. If they have all the qualifications, they must be given confidence that they are capable of completing their job alone. This may sound as if we are suggesting that women's need to be "baby-ed", but this is the direct result of underestimating women for thousands of years.

*If you tell a bird it cannot fly repeatedly and reinforce that it cannot by constantly clipping it's wings, the bird will not fly*

Empowerment can occur through various mediums, and it can begin from an early age. But we believe the most critical period is between the ages of 18-24, because that period of time is when girls begin their university and work careers. It is very crucial that they believe in their capabilities during this period.

## The Survey

In University of Sharjah, we asked a total of seven clear questions.to more than 65 girls all whom are studying Business. The majority of girls have excellent rates and the rest are in process to motivation "baby steps".

What we aim for is to find out, if the young women have goals to achieve, and is the university a path that will help them get there. Do they *have a reason* for studying?

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## A. First question

- Why are you taking your Bachelor's Degree? (the choices were)

1) I want to reach my goal	81%
2) So I can find a job	14%
3) Just to carry a degree	0%
4) All my family are educated	3%
5) Other.....	2%

We were very pleased with the majority of girls who had a goal to reach, this means university life is path to their success. according to (Eric Thomas 2011) When you have a low level of emotions, the ability to reason increases, visa versa. Reaching your goal is rational and following the steps of motivation.

The reason behind each answer is different, in details the 1st choice symbols (you are on the right track of the 1st step to motivation). 2nd choice there is a reason, but for limited time, and a limited imagination. 3rd no goals which we're glad to find none of the young women chose it! 4th following their family's footsteps.

## B. Second question

- Why do you skip class?

1) Personal or Medical Reasons	60%
2)I understood the subject well enough	6%
3) the sessions are boring	33%
4) I found the tutor unapproachable	3%
5) I dislike a particular topic	6%
6) The weather	1%
7) I was too tired to attende	10%

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1st choice was the highest rate, after it comes the 3rd choice. We are glad again! Having the personal and medical conditions to be the 1st it means you will continue to attend no matter what circumstances you face, till it comes to the reasons due to the medical conditions. Unfortunately the other reasons is letting the atmosphere around you take control.

We all know you don't go to class just to hear somebody teach, you need to go to class with a purpose and say "I got to get through this, so I can get to where I wanna get to" no matter what subject, what time, since it will eventually lead you to where you need, then go through it.

### C. Third question

- **Choose a reason that will make you drop school?**

1) Marriage	2%
2) Medical Problems	9%
3) Financial Issues	21%
4) If i failed many times in my courses	13%
5) Nothing is going stop me	55%

The highest rate was (*Nothing is going to stop me*) we admire the girls with this answer, that's the answer we hoped for, because every obstacle has a solution for it, and if you're wondering why added marriage. Some girls caught up in the cheese, choosing emotions over their best interest. There is nothing wrong with marriage, but there is a time for everything. Timing is key!

Choice 4 (*If i failed many times in my courses*). Very disappointed to find 14% on that choice, Eric Thomas said " *Avoid being your own enemy*". You failed? take the course again, and again till you succeed. If you dropped school after, that we could understand. Standing in your way of success sucks big time... Years will pass, and you will regret it eventually the time "what if" will hit you.

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#### D. Fourth question

- Why did you choose Business as a major?

1) I want to work in the business world	63%
2) I'm passionate about studying business	30%
3) It's the easiest course	0%
4) I don't know what I want	20%
5) Other	3%

The thought of *business world* is associated with **Profits**. Having 63% on the thought of money contributes lack of motivation. Comparing yourself to whom is in the business industry. Having the fancy cars, suits, high salary. The Donald Trump lifestyle.

The choice we wanted to focus on was choice 2 (passionate about studying business). That passion will make young women succeed in the business world, because THEY LOVE IT. When you love something, you will give it your all! You will know you are able to shine, and this is what you want to do. These 30% of girls I highly encourage them, this type, these young women, are the type who study business not just to have an A, No. It's deeper than that.

#### E. Fifth question

- Do you want to have a job after graduating?

Yes	No
88.3%	11.6%

- **\*If Yes, Why?** (Only the girls who answered yes)

1) I want to make a change	10.5%
2) I want to be an independent woman	71%
3) For the salary	7.8%
4) I don't want to stay home	0%
5) why not	5%

In the introduction we pointed young women in modern society want to be independent, we were able to prove that by having 71% in choice 2. Although choice 1 (*want to make a change*) defines Leaders.

- **\*If No, Why?** (Only the girls who answered no)

1) My husband will take the responsibility	20%
2) I want to control my life and do whatever I want	40%
3) I don't need a Job	0%
4) My parents won't allow me	40%
5) Waste of energy	0%

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Everyone has their own opinion, we can't argue with that, but breaking down the answers we have choice one is a lack of responsibility, unwilling to face the world, they want the easy way out.

there is a tie between choice 2 & 4. Unfortunate some parents are restricted when it comes to a female working, Based on an Arab father quoting "Our daughters are precious and there is a natural instinct to protect them". But, there isn't only black and white in life. your parents won't allow that job but they will allow this job. search for what they approve and they will support you. Some say being motivated in the wrong environment will only sink you down, but try to be the only one motivated and nothing gets to you. Then, you will be able to lead the environment around you, and the people will follow.

# The Girl With Red Glasses

## G. Sixth question

- If you had to sacrifice one thing, what would it be?

1) My Cellphone	0%
2) Social Life	9.3%
3) Tv	31.2%
4) Everything	9.3%
5) Depends	3.1%
5) Nothing	46.8%

Eric Thomas said: " You should give up your cellphone, because the time spent to be successful is spent on the cellphone! And cellphones don't bring anything but a bill".(The motivation speech)

We agree, everything should be in moderation. As you can see ZERO percent on sacrificing the mobile, it seems to be extremely valuable to young adults. But the MAIN

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shock was (*nothing*) choice 5. They should keep In mind that at any moment, they must be able to sacrifice what they **are**, for what they will **become**.

Giving up the least, is not giving up. You're just *ok* with letting it go. As you know living in 2014 and as young adults you barley watch TV cause you're busy either on the phone or the internet.

Lastly we asked one simple question that requires Yes or No. So simple but the meaning behind it is so big.

### **H. Seventh and Last question**

- **Does the thought of reaching your Dreams scary you?**

Yes	No
27.2%	72.7%

The majority answered No, then again that wasn't the answer we hoped. You are suppose to be afraid, not because you cant reach them, but because your dreams are *Soo Big!* that YES they do frighten you. Limited imagination will only lead you to limited success.

*“If your dreams do not scare you, they are not big enough.”* - Ellen Johnson Sirleaf

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We came to conclude our survey that young women's main concern is to be *independent*, work and have the business life. We are very glad they agreed to help us and participate, we didn't ask for names so they could be honest with the answers. We can't say that they are highly motivated, but they are on the way. Since we got to conclude that, we will try to make a change in helping them find what they want, and do it together!

This generation of Young women are becoming more rational rather than emotional, so men you better watch out!

**NEVER GIVE UP ON  
A DREAM JUST  
BECAUSE OF THE  
TIME IT WILL TAKE  
TO ACCOMPLISH IT.  
THE TIME WILL  
PASS ANYWAY.**

- EARL NIGHTINGALE

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# The Girl With Red Glasses

Red Glasses