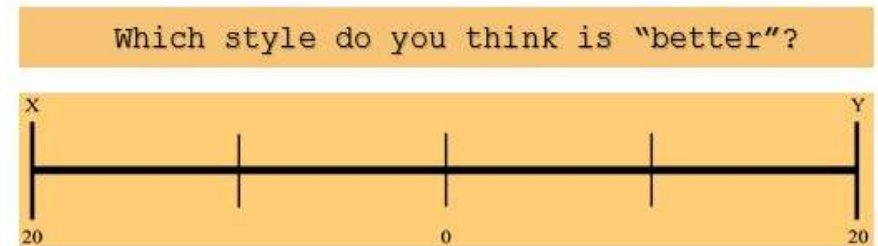


## McGREGOR STYLE

### "X" ASSUMPTIONS ABOUT WORK

- Most people dislike work and will avoid it if they can.
- Most people must be forced, controlled, directed, threatened with punishment to put forth effort in meeting goals.
- Most people want to be supervised and directed.
- Most people wish to avoid responsibility.
- Most people have little ambition.
- Most people want security above all.



### "Y" ASSUMPTIONS ABOUT WORK

- Most people do not dislike work. It is as natural as play or rest.
- People will exercise self-direction and self-control to meet goals to which they are committed.
- Most people can learn to accept and to seek responsibility.
- Imagination, ingenuity, and creativity is widely distributed in the population.
- The intellectual potential of the average person is only partially used.