

# Maslow - Hierarchy of Needs

## Introduction

Maslow, an American psychologist, put forward his theory of motivation in 1954. He suggested that all human beings have the same types of needs that could be organised into a 'hierarchy'. The most fundamental of these, the physiological needs, are those that are essential for human survival and must be satisfied before any other needs can be addressed. The final level of needs, self-actualisation, focuses on the desire to fulfil individual potential. Although Maslow was not writing specifically about the workplace, his theory has a number of business implications.

## The Theory



## Examples

<b>Self-Actualisation Needs</b>	Job satisfaction; pride in personal achievement
<b>Esteem Needs</b>	Status; managerial role; powers of decision-making
<b>Belonging &amp; Social Needs</b>	Provision of social facilities, team-working
<b>Security Needs</b>	Job security; health and safety
<b>Physiological Needs</b>	Adequate working environment; food, drink

## Criticisms

The approach generalises about workers' needs – some workers may be more interested in individual status and promotion than belonging to a group.

Workers may not use the workplace to satisfy all of their needs – they may work for financial reasons only and satisfy their other needs elsewhere.

## Question

To what extent does being at school/college satisfy your needs (as outlined by Maslow's hierarchy)?