Applying Maslow

Goals to aim for / challenges

● Set own objectives

Personal development plans

Find out their skills and strengths

Encourage to use strengths

Learning and training

Feedback on performance

Show how their job really
matters / makes a difference

Delegation /Promotion / Career progression

Responsible for the work of others

Ownership

Clear role publicly shown and known

Individual communication

Recognition in front of others ●

Uniform differences

Title / Name badge

Team presents progress to company

Involvement in decisions ●

Environment: places to meet

Give information (the big picture of
the whole company)

Allocate work to teams

Meet as a group ●

Company activities

Interact with other teams

Clear objectives: discussed,
agreed, achievable ●

Praise ● ●

Encouragement even if they fail ●

Self-
fulfilment

Status
or Self Esteem

Social

Security

Survive

Motivators

Hygiene
Factors

Routine

Part of a team

Know where they fit in

Take an interest in their
personal life, family, etc ●

Invest in them: training and
career planning

Knowledge and qualifications

Never lie

Positive expectations:
"You can do it",
"I have complete faith in you",
"I know you'll do well"

Fair
Trust

Clear rules

Attitude: not aggressive or changeable

Feedback onperformance ●
(good or bad)

Give information on the company so that they can
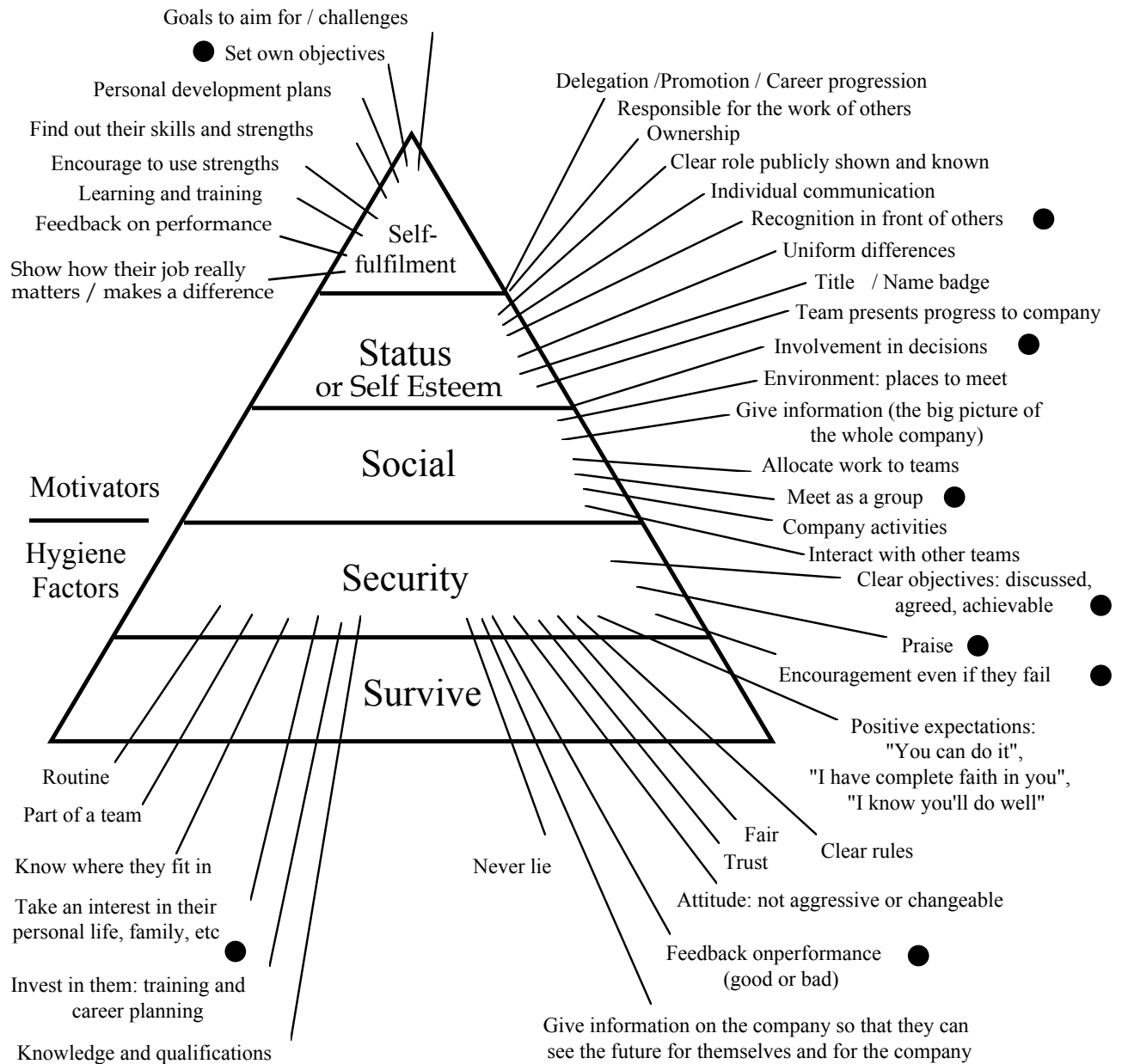see the future for themselves and for the company

Does your job give you these?
Are you giving these to your team?