

# Maslow's hierarchy

# Motivation

Motivation is the process that account for an individual's intensity, direction and persistence of effort toward attaining a goal.

**Intensity:** is concerned with how hard a person tries.

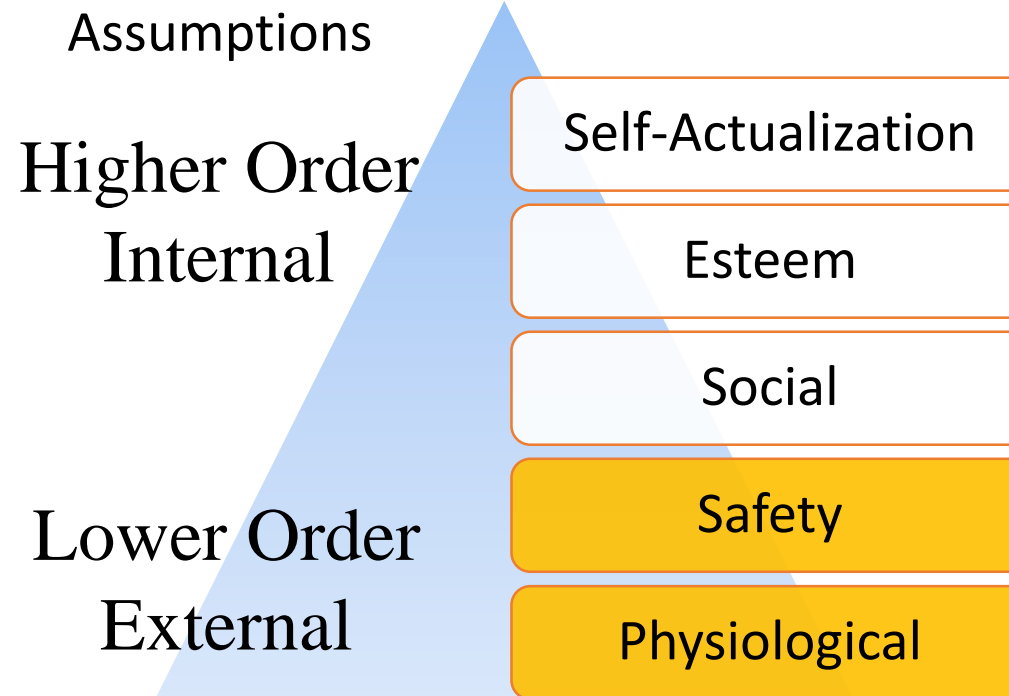
**Direction:** towards right path

**Persistence:** long term determination towards goal achievement.

# Maslow's Hierarchy of needs

*There is a hierarchy of five needs. As each need is substantially satisfied, the next need becomes dominant.*

Abraham Maslow (1908-1970)



- Individuals cannot move to the next higher level until all needs at the current (lower) level are satisfied
- Must move in hierarchical order

- A hierarchy of five needs- physiological, safety, social, esteem, and self-actualization, as each need is satisfied, the next need becomes dominant.
- **Lower-order needs:** needs that are satisfied externally, such as physiological and safety needs.
- **Higher-order needs:** needs that are satisfied internally, such as social, esteem, and self-actualization needs.
- Lower level needs are more dominant. Higher level needs arise only when the needs at the lower have been satisfied.

Satisfaction of one need level may not decrease its importance, but increase importance of next level needs.

Hierarchy of needs differs across cultures.

Needs vary according to:

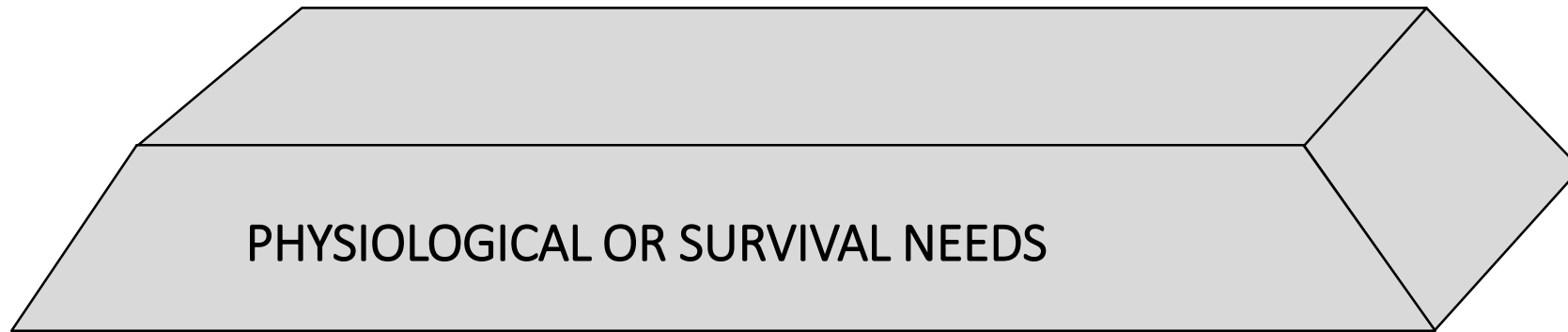
- A person's career stage.

- Organizational size.

- Geographic location.

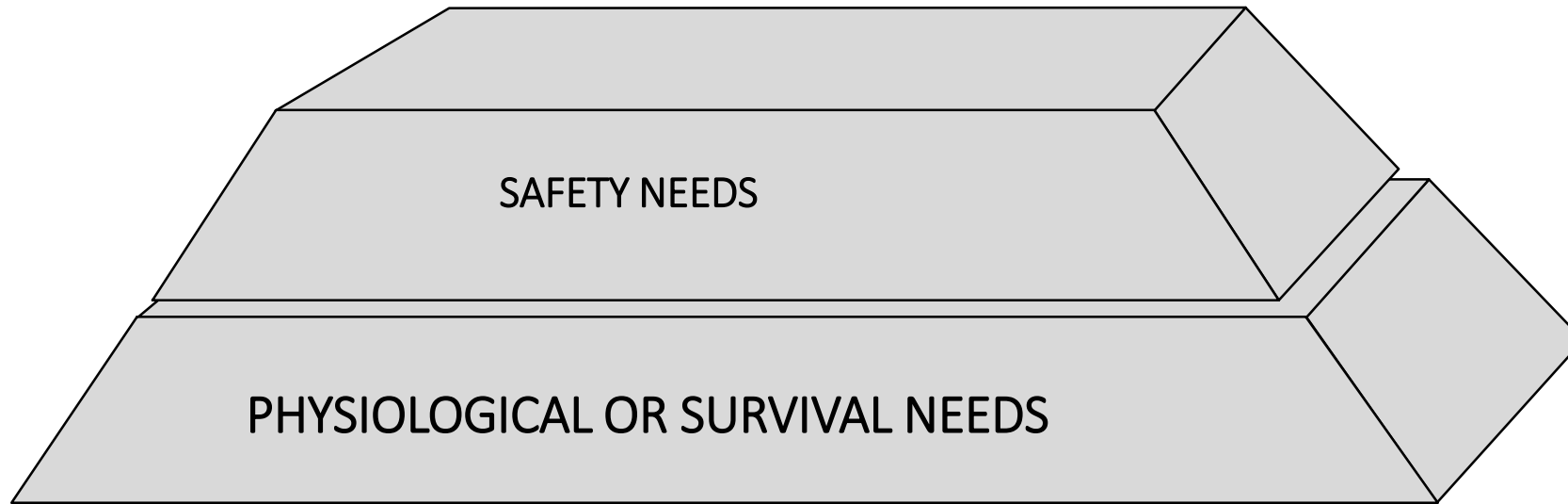
# Physiological Needs

This includes hunger, clothing and shelter needs.



# Safety Needs

Security and protection from physical and emotional harm.



# Social Needs

Affection, belongingness, acceptance and friendship.

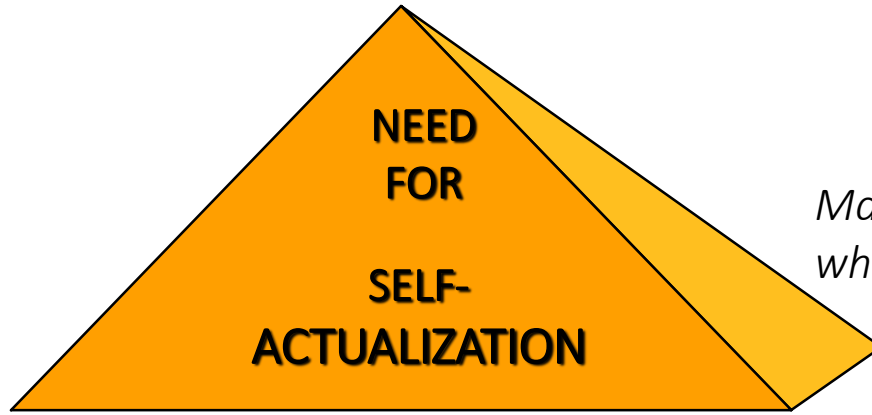




# Esteem Needs

Internal factors such as **self-respect** and achievement, external factors such as status, recognition and achievements.



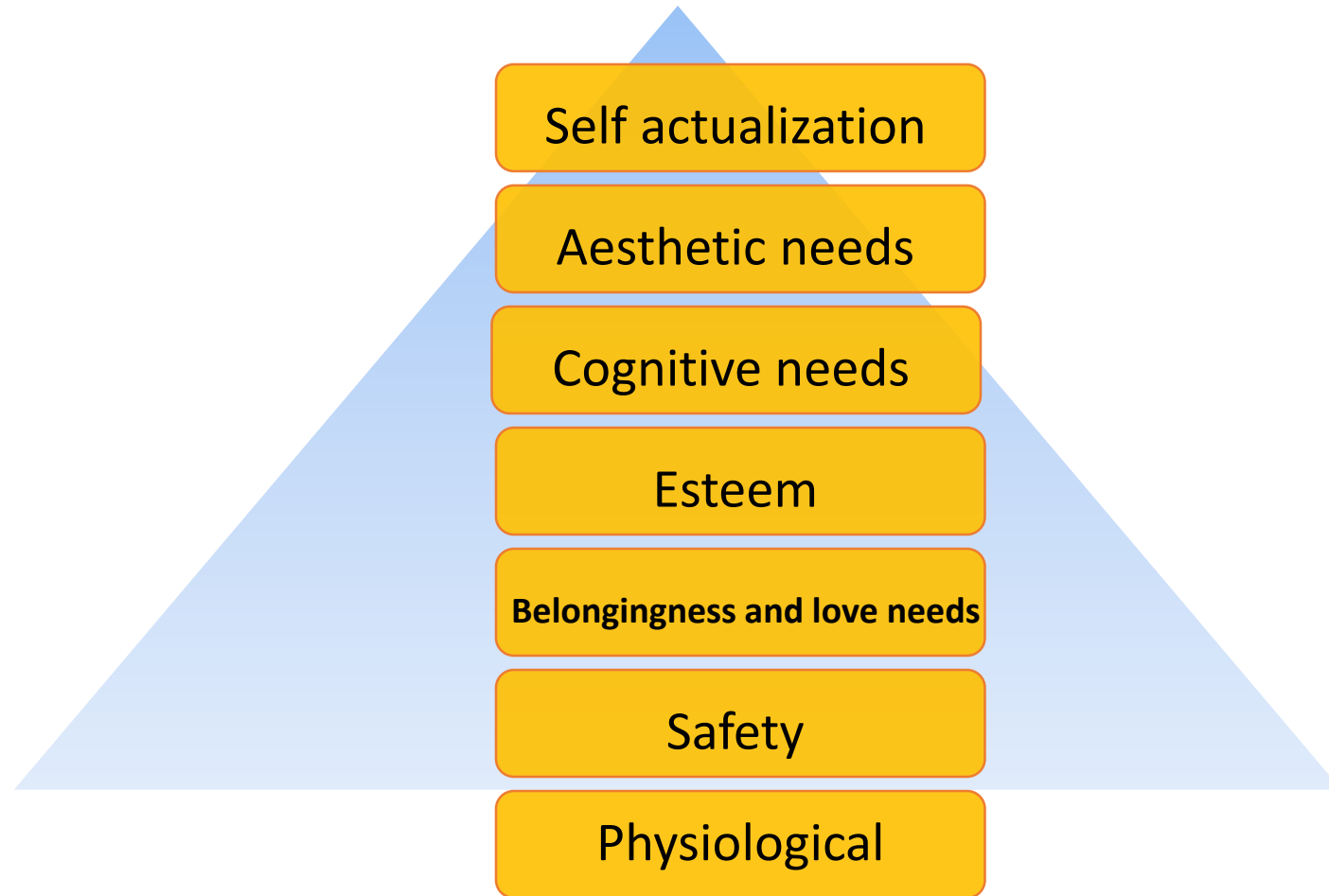


*Man's tendency to actualize himself, to become what he can*

**Self Actualization:** drive to become what one is capable of becoming includes growth, achieving one's potential and self achievement.

The highest level need of Human being is that of self-actualization, i.e. **'to become everything one is capable of becoming'**.

# Maslow's Hierarchy of needs-Modified



**Cognitive needs:** Maslow believed that humans have the need to increase their **intelligence**. Cognitive needs is the expression of the natural human need to learn, explore, discover and create to get a better understanding of the world around them.

**Aesthetic needs:** Based on Maslow's beliefs, humans need to refresh themselves in the presence and beauty of nature while carefully absorbing and observing their surroundings to extract the beauty that the world has to offer. This need is a higher level need to relate in a beautiful way with the environment and leads to the beautiful **feeling of intimacy** with nature and everything beautiful.