



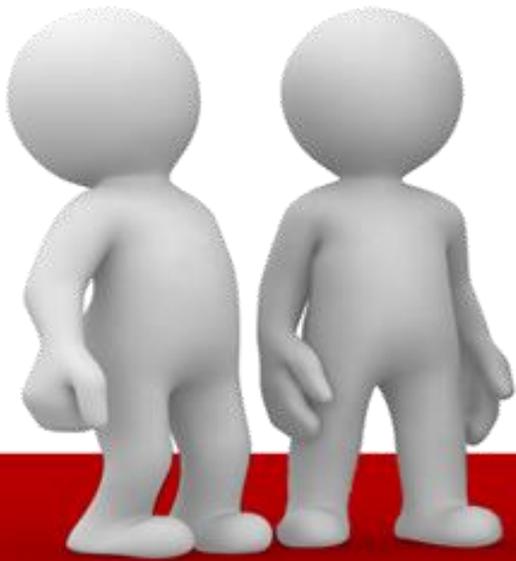
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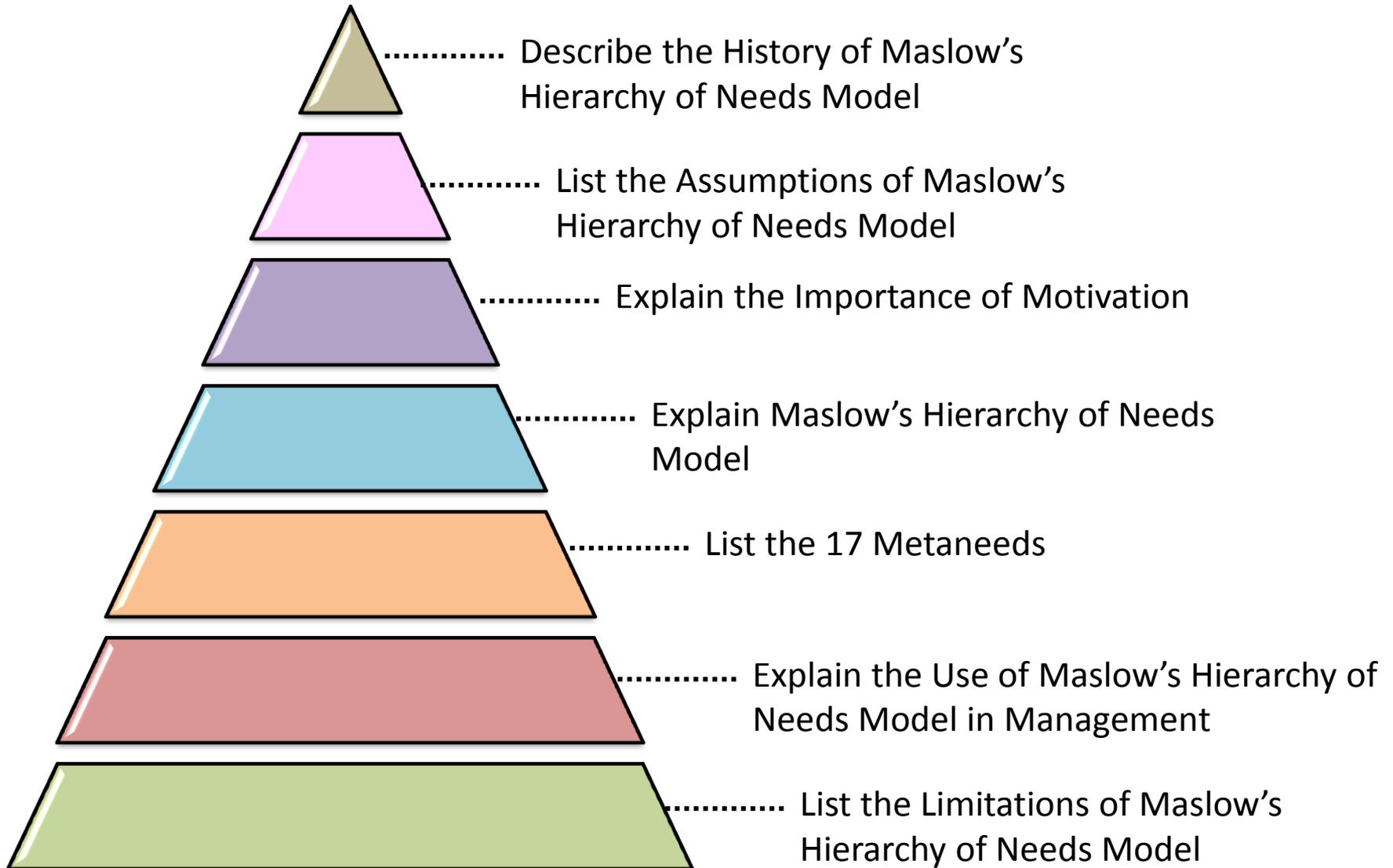
Our Standards





Maslow's Need Hierarchy Model

Course Objectives



Introduction



Food



House



Friendship

Which of the things shown would you choose first, if you needed all the three?

Introduction



Food

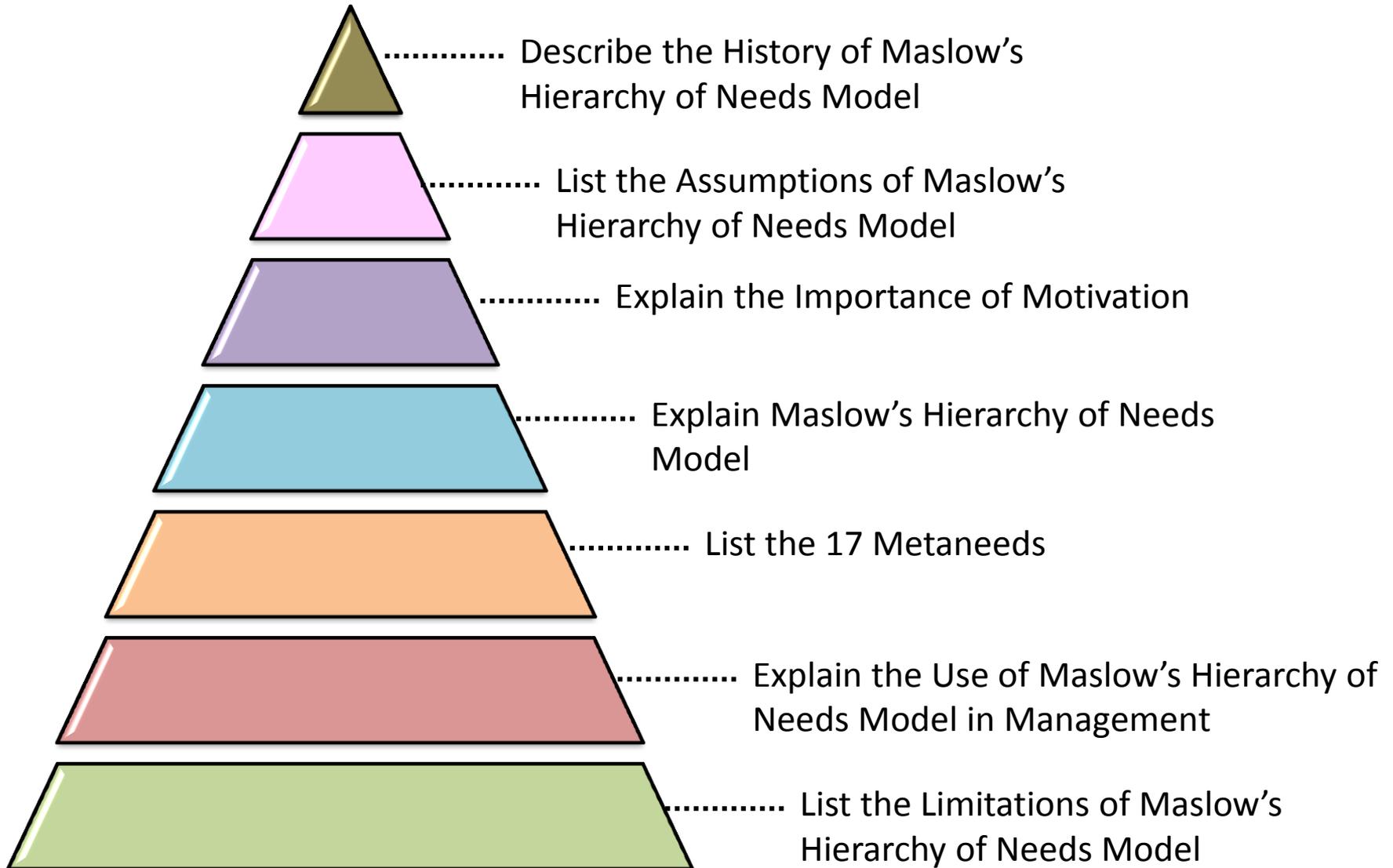
There is a need hierarchy model proposed by Abraham Maslow known as Maslow's Need Hierarchy Model

This model gives the hierarchical order in which humans tend to fulfil their needs

Let us learn more about Maslow's Hierarchy of Needs Model

It is obvious that out of the three needs, you would first and foremost choose **'Food'**, as that is a basic need.

Objectives



History of Maslow's Need Hierarchy Model



Abraham Maslow is considered to be the '**Father of Humanistic Psychology**'

He is famous for developing the **Hierarchy of Needs Theory** in **1943**

Maslow's Hierarchy of Needs is a theory for **human motivation**

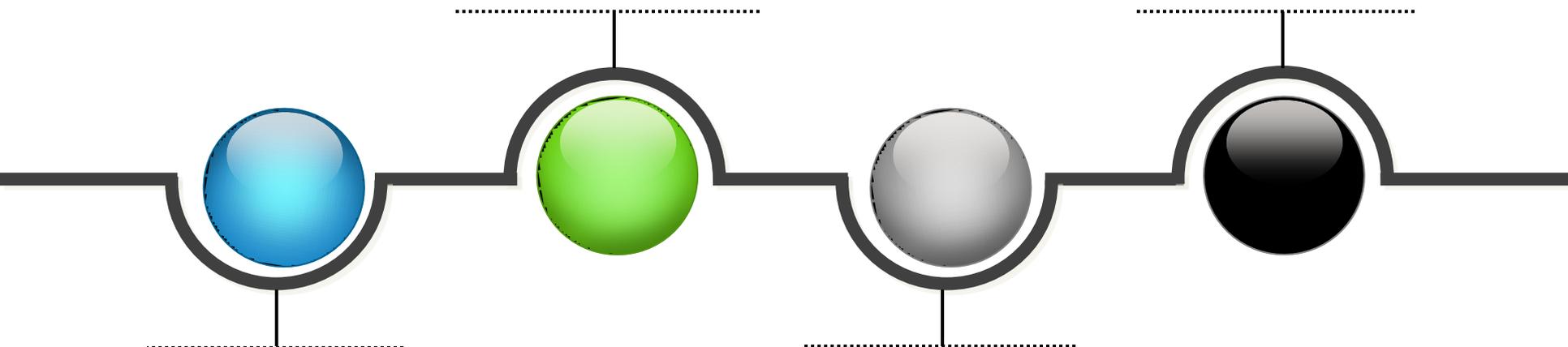
It is based on the assumption that there is a **hierarchy of five needs within each individual**. The **urgency** of these needs **varies**

History of Maslow's Need Hierarchy Model

As each of these needs is significantly satisfied, it drives and forces the next need to emerge

He proposed that:

- Only needs that are not yet satisfied can influence the behaviour
- Needs are arranged in a hierarchy of importance and they follow a definite sequence

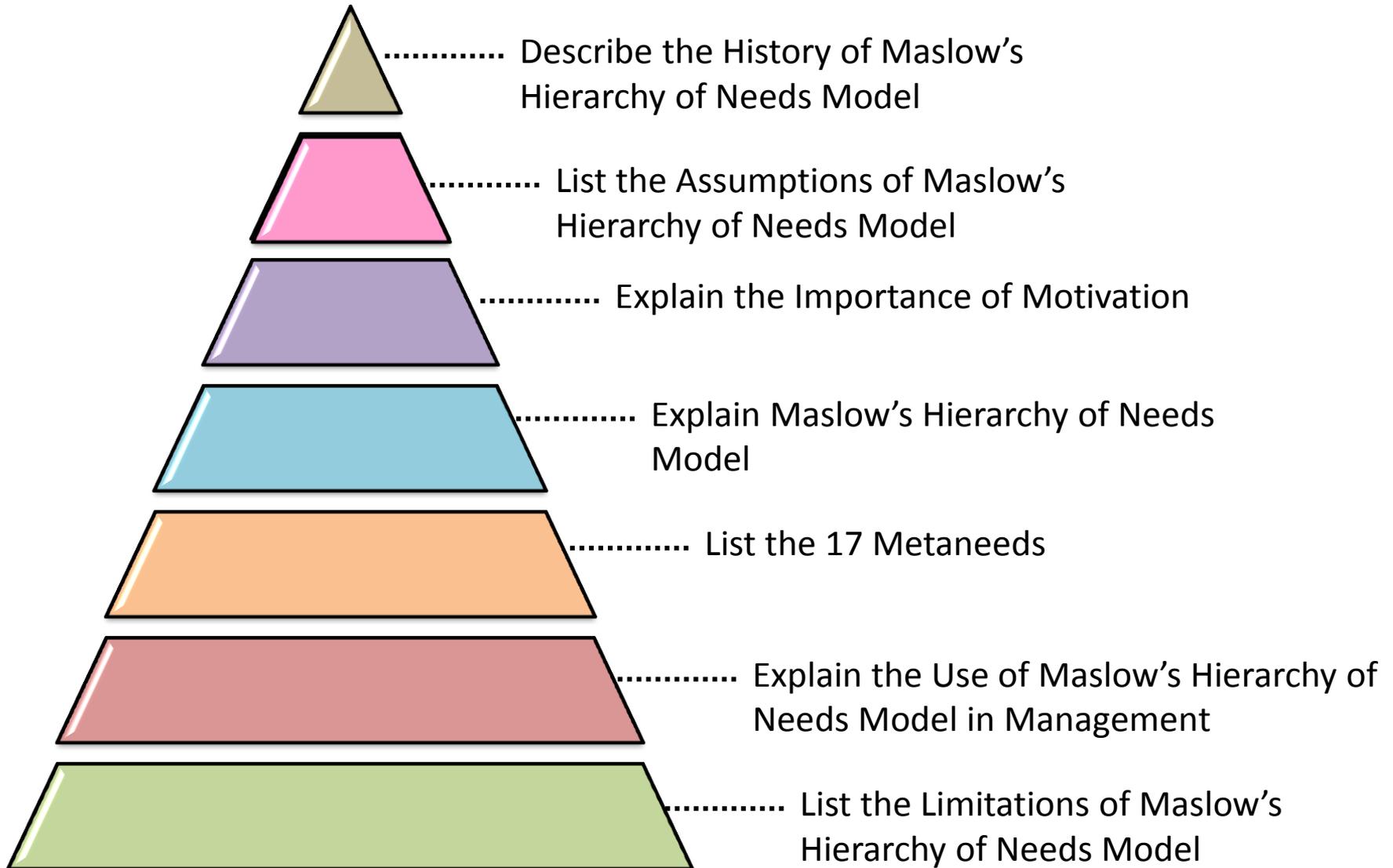


Maslow proposed that individuals are motivated by unsatisfied needs

Individuals move from lower level need to a higher level sequentially

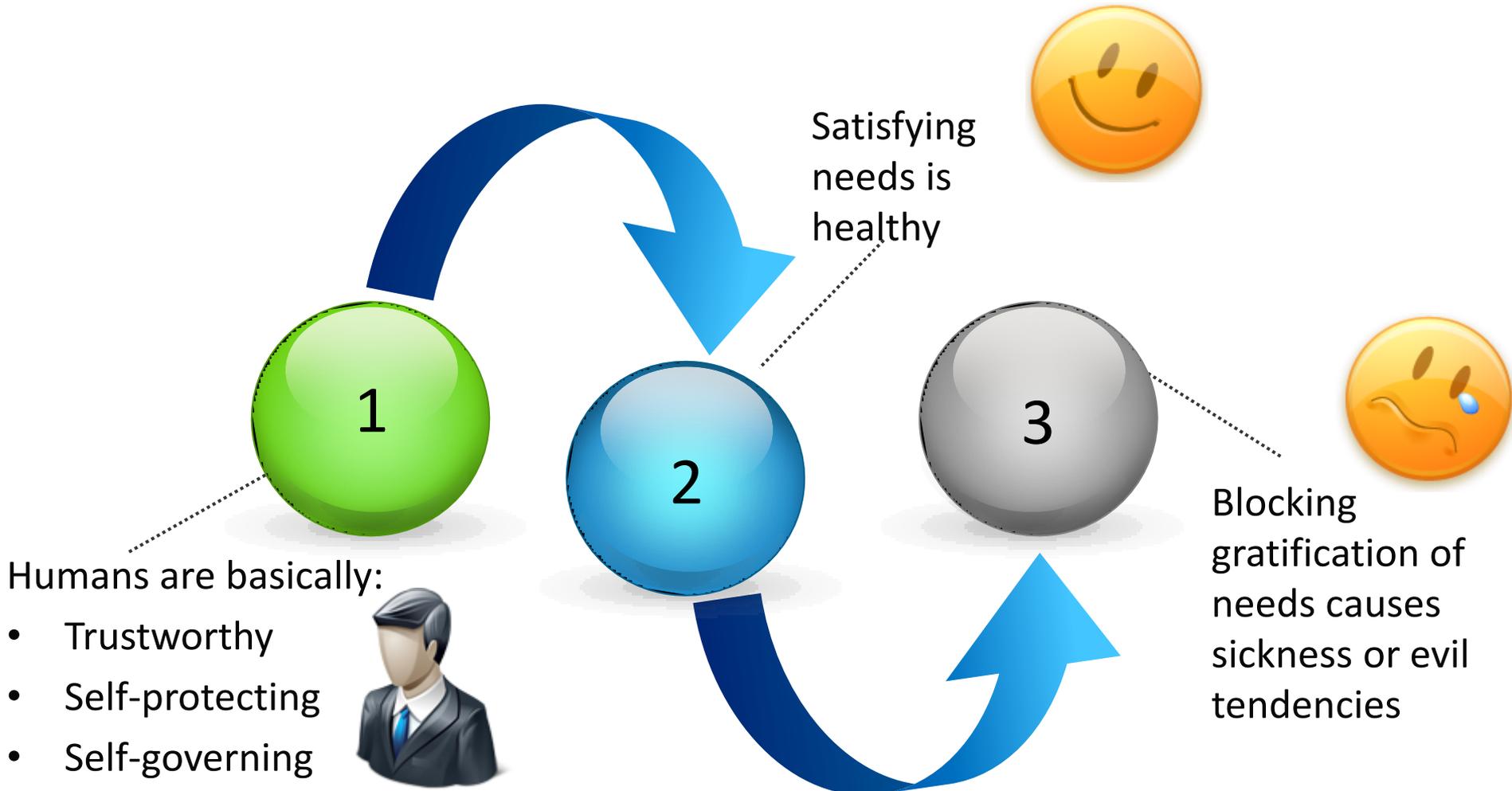
However, in real life, it is seen that under stressful conditions, or when survival is threatened, we can “regress” to a lower level need

Objectives

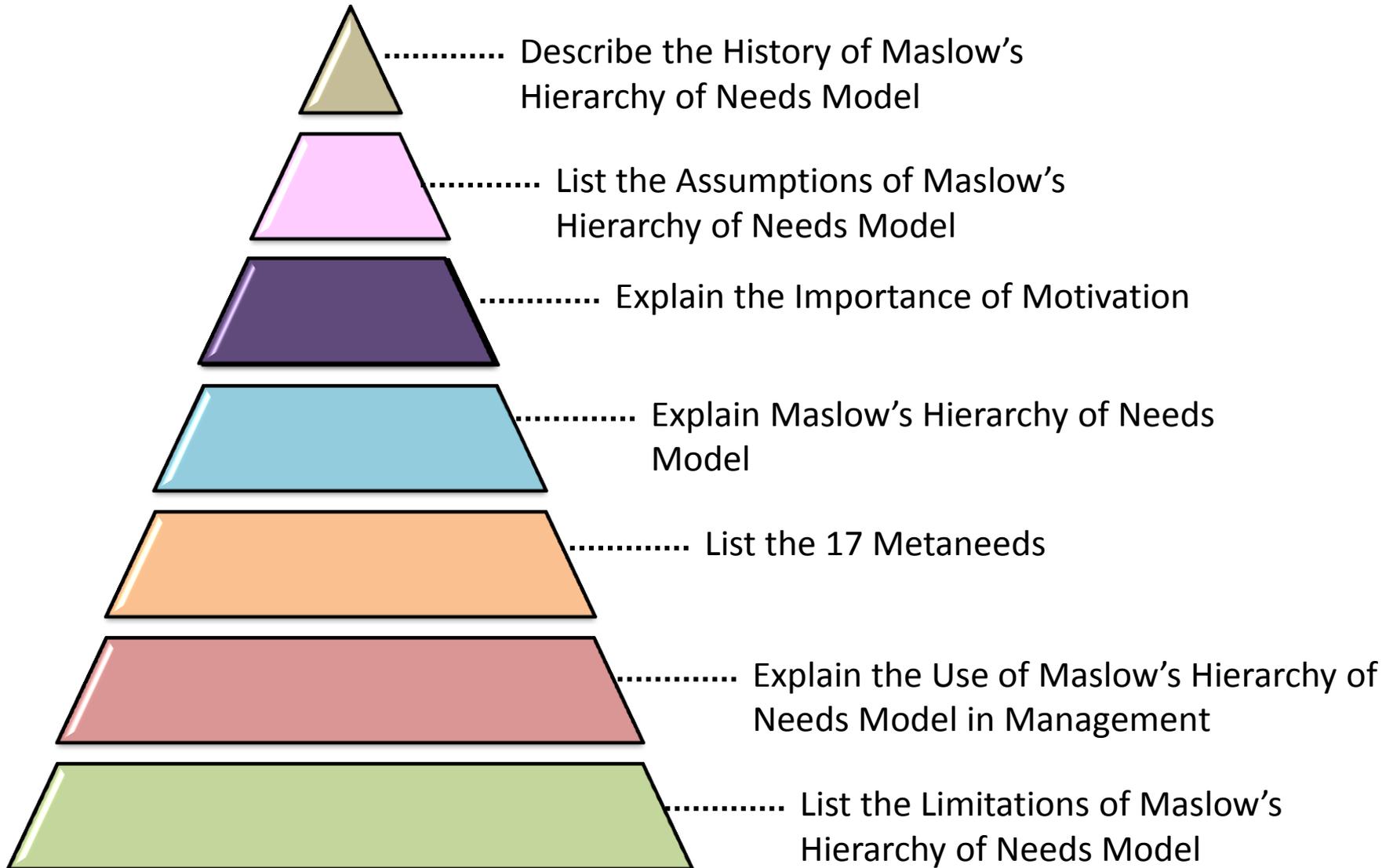


Assumptions

In developing the Hierarchy of Needs Model, Maslow made the following assumptions:

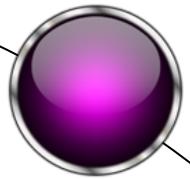


Objectives

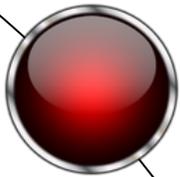


Importance of Motivation

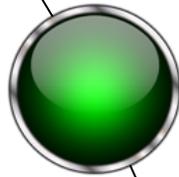
Maslow's Hierarchy of Needs is a motivation theory model. It can be used to motivate people and to put them in action. Motivation is very important because of the following benefits it provides:



Puts human resources into action



Improves level of efficiency of people

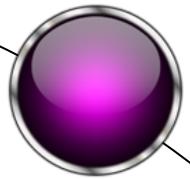


Leads to achievement of organizational or individual goals

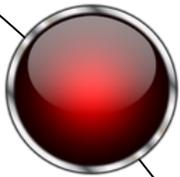


Builds friendly relationship due to internal satisfaction

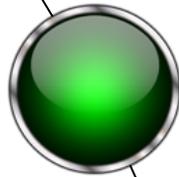
Importance of Motivation



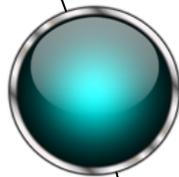
Helps an individual to achieve his personal goals



Motivated individual will feel job satisfaction



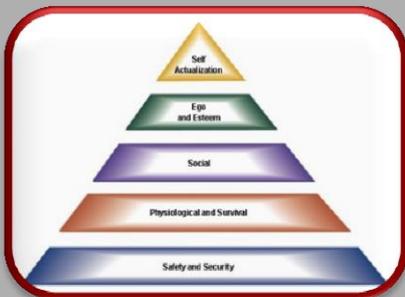
Helps in self-development of individual



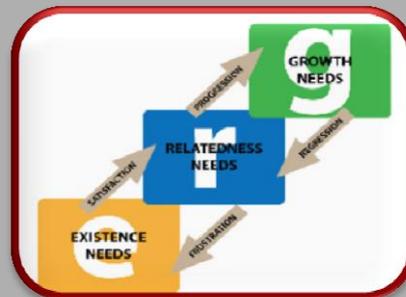
Leads to high morale of an individual

Various 'Needs-Based' Theories of Motivation

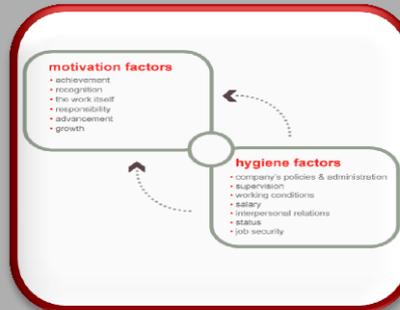
There are various theories that have been proposed to motivate people. The following are some of the 'Needs-based' theories of motivation:



**Maslow's
Hierarchy of
Needs**



**Alderfer's ERG
Theory**



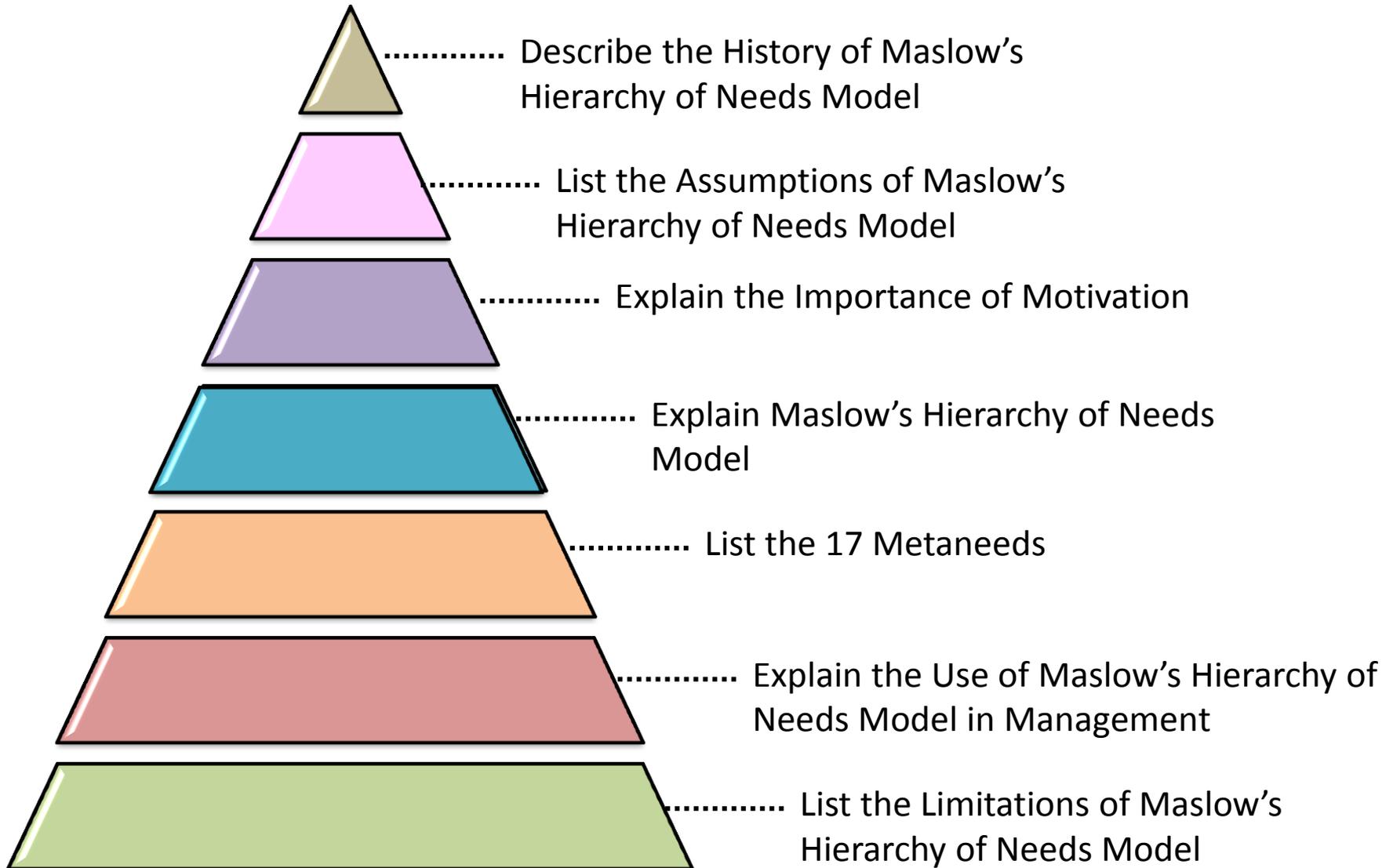
**Herzberg's
Two Factor
Theory**



**McClelland's
Learned
Needs Theory**

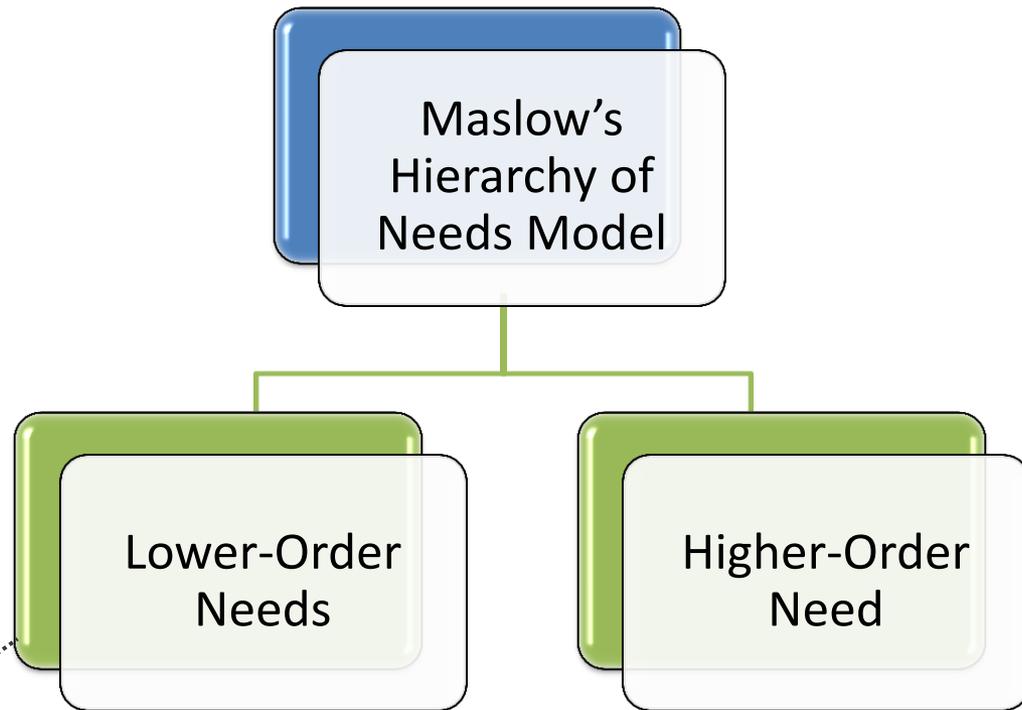
Let us now look at Maslow's Hierarchy of Needs Model in detail

Objectives



Maslow's Hierarchy of Needs Model

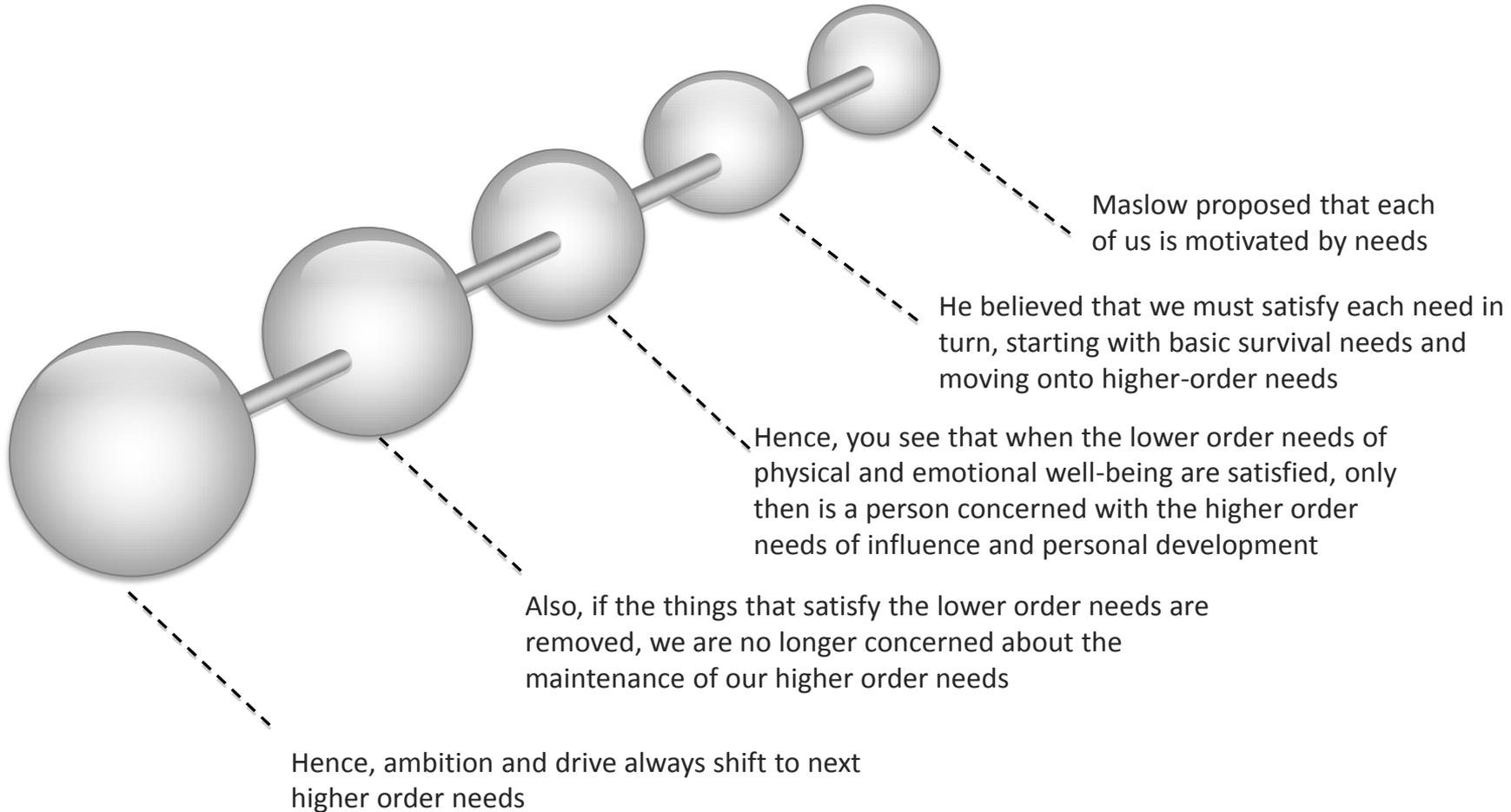
In the Hierarchy Needs Model, Maslow proposed five levels of needs and grouped the five needs into two categories:



The lower-order needs are made up of the physiological and the safety needs. These lower-order needs are mainly satisfied externally

The social, esteem, and self-actualization needs make up the higher-order needs. These higher-order needs are generally satisfied internally, i.e., within an individual

Maslow's Hierarchy of Needs Model

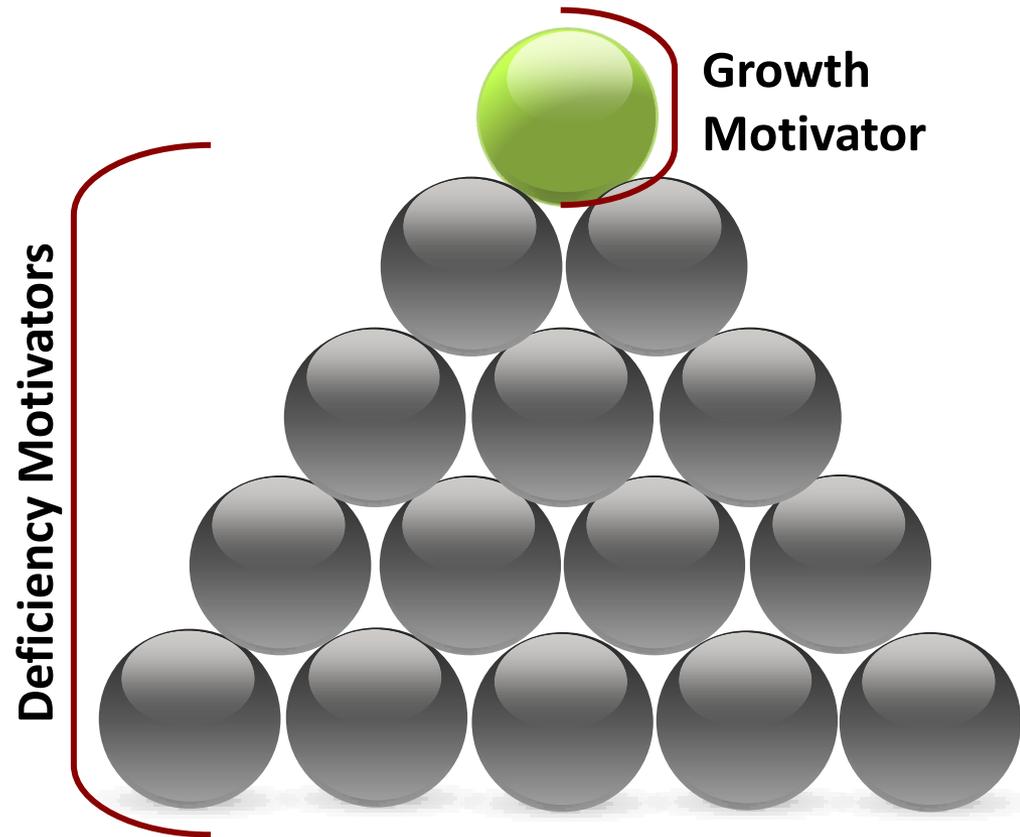


Maslow's Hierarchy of Needs Model

Levels 1 to 4 are deficiency motivators

Level 5 is a growth motivator and people rarely reach this level

The thwarting of needs is usually a cause of stress and is particularly so at level 4



Let us look at the Hierarchy of Needs that form the model.

Overview of Maslow's Hierarchy of Needs Model

Self actualization

The desire to become more than you are and all that you can - maximize potential, seek knowledge, self-fulfillment, oneness with God, etc.

Esteem Needs

These are of **two types**: **Lower form needs** - respect of others, status, recognition, etc. **Higher form needs** - self-respect, confidence, freedom, etc.

Social Needs

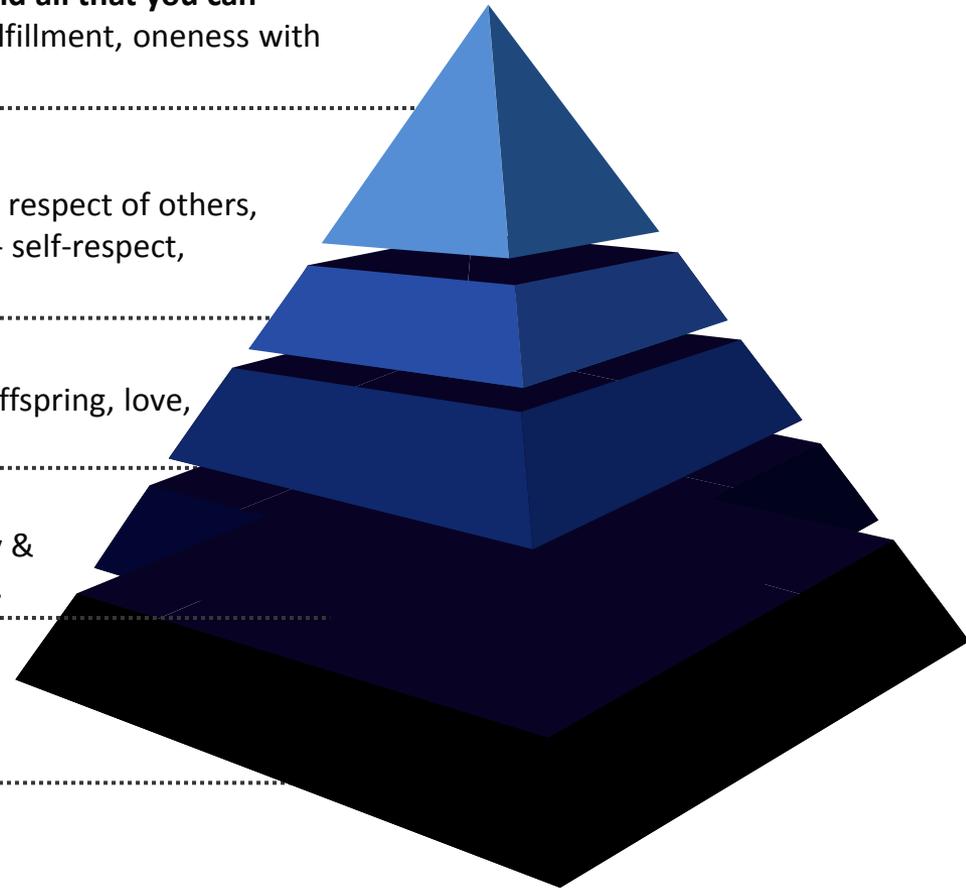
Need for love and belonging – friendship, offspring, love, social anxieties, etc.

Safety Needs

Need for stability and consistency - security & protection, family and financial security, etc.

Physiological Needs

Needs for most basic necessities for life - air, water, sleep, food, shelter, etc.



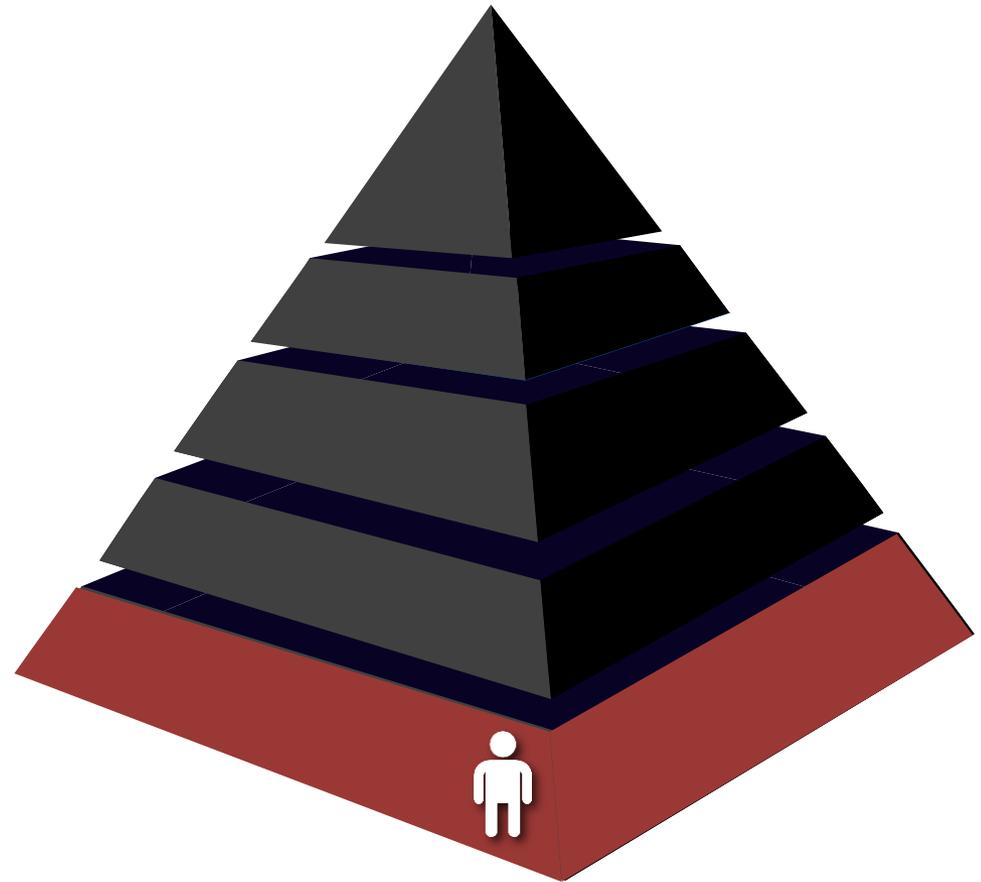
Let us look at each need in detail.

Physiological Needs

Physiological Needs

Physiological needs are the needs for basic amenities of life

These needs are primary needs. They relate to the survival and maintenance of human life. These are the basic needs of air, water, food, clothing and shelter

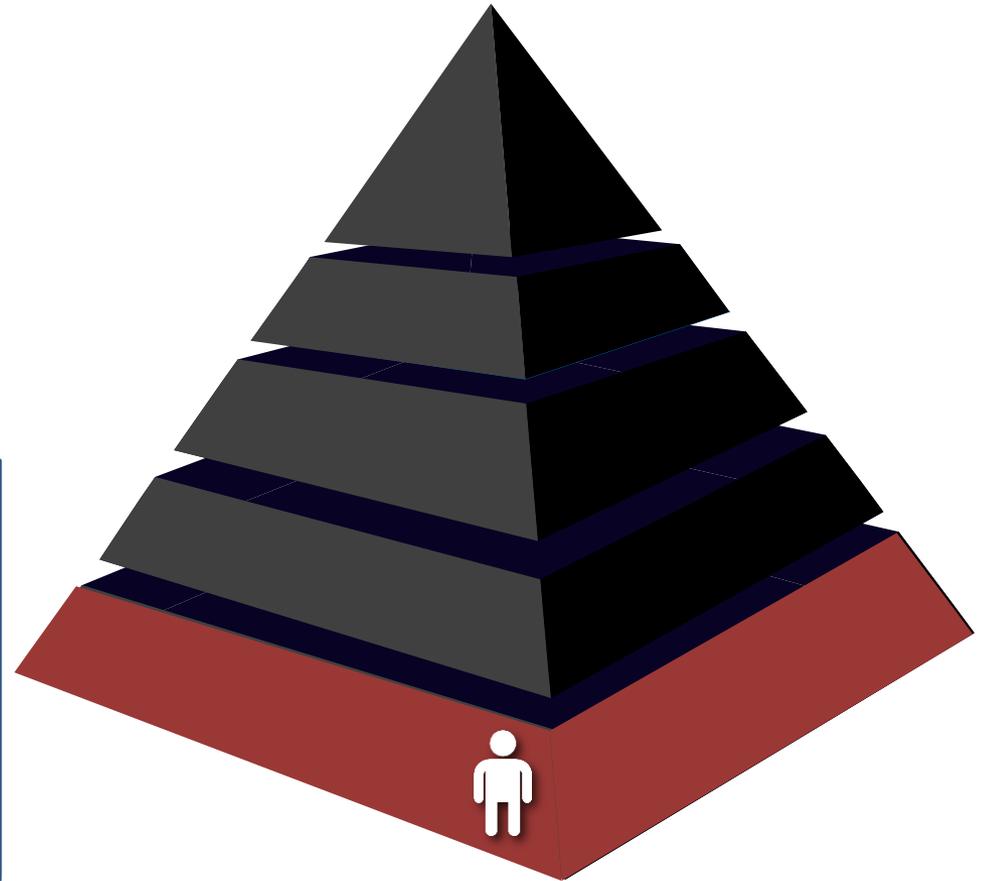


Physiological Needs



Physiological Needs

According to Maslow's theory, if the physiological needs are not satisfied, then one's motivation will arise from the quest to satisfy them. Higher needs such as social needs and esteem are not felt until one has fulfilled the basic needs required for one's bodily functioning



Safety Needs

Safety Needs

Once physiological needs are met, an individual's attention turns to safety and security in order to be free from the threat of physical and emotional harm. Thus, safety needs include physical, environmental and emotional safety and protection



Safety Needs



Safety Needs

These are the needs for job security, financial security, protection from animals, family security, health security, etc.

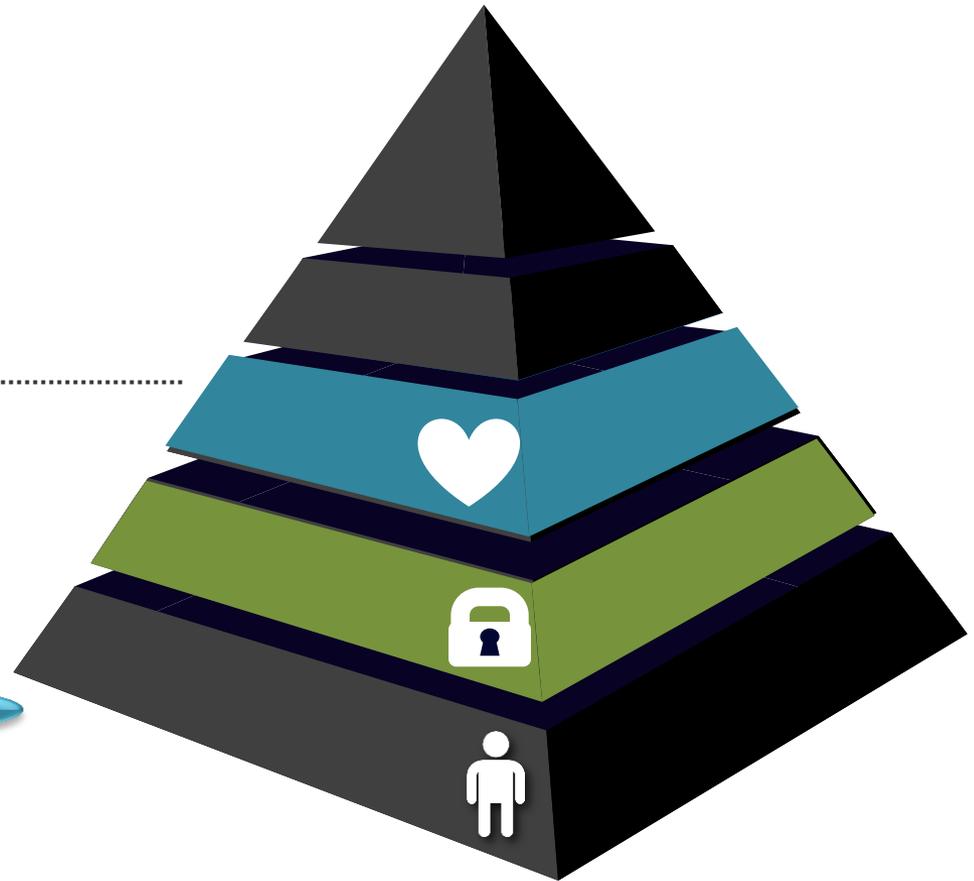
According to Maslow's hierarchy, if a person's safety needs are not met, higher needs will not receive much attention



Social Needs

Social Needs

After the lower level physiological and safety needs are met, then the higher level needs become important, the first of which are social needs. Social needs are those related to interaction with other people

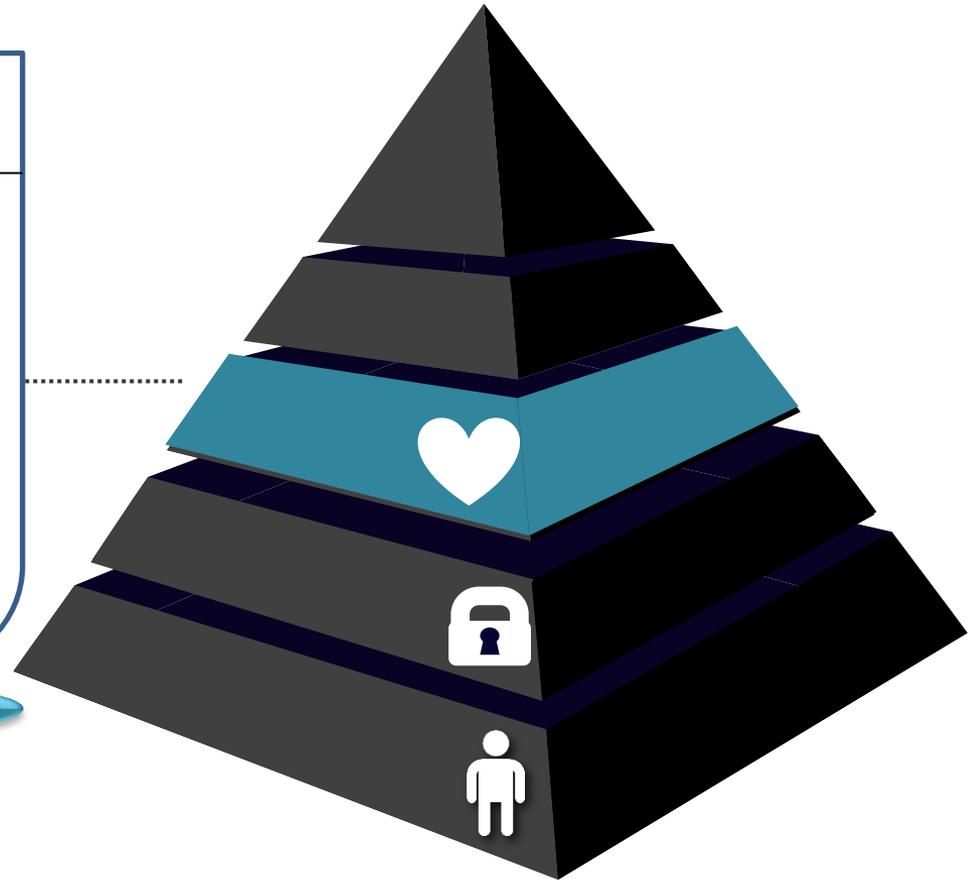


Social Needs



Social Needs

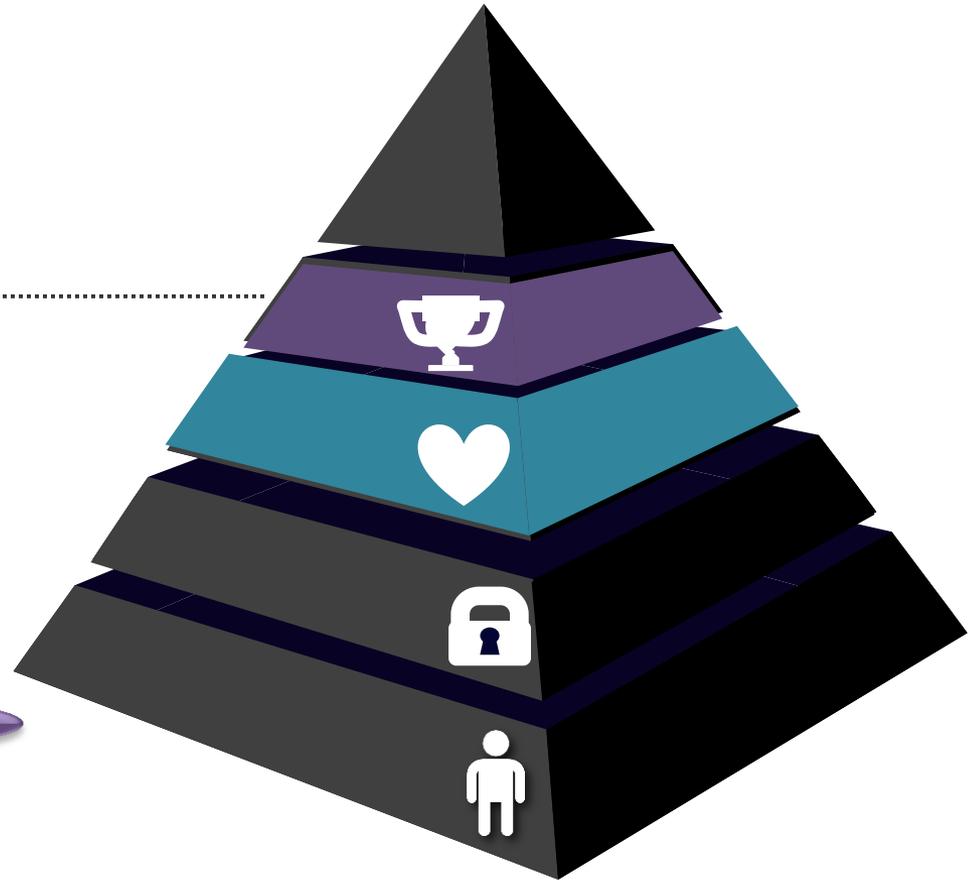
Social needs arise from society. These needs are very important to a human being as man is a social animal. So, he is interested in conversation, sociability, exchange of feelings and grievances, companionship, recognition, belongingness, etc. These are the needs for love, affection, care, belongingness, and friendship



Esteem Needs

Esteem Needs

Once a person feels a sense of ‘belonging”, the need to feel important arises. These needs embrace such things as self-confidence, independence, achievement, competence, knowledge and success. These needs boost the ego of individual. They are also known as egoistic needs. They are concerned with prestige and status of the individual



Esteem Needs

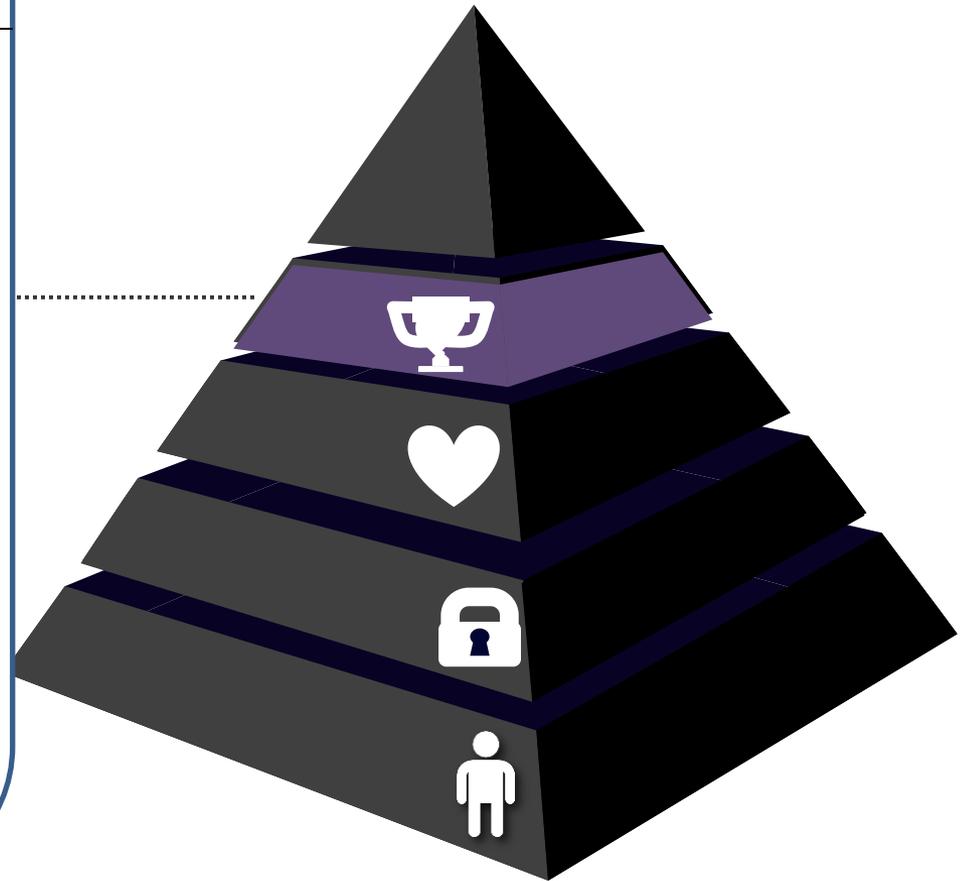


Esteem Needs

Esteem needs may be classified as lower or external and higher or internal. Internal esteem needs are those related to self-esteem such as self respect and achievement. External esteem needs are those such as social status and recognition

The lower esteem needs are the respect of others, the need for status, fame, glory, recognition, attention, reputation, appreciation, dignity, even dominance. The higher form involves the need for self-respect, including such feelings as confidence, competence, achievement, mastery, independence, and freedom

A level between esteem needs and self-actualization was later added by Maslow to refine his model and to include the need for knowledge and aesthetics

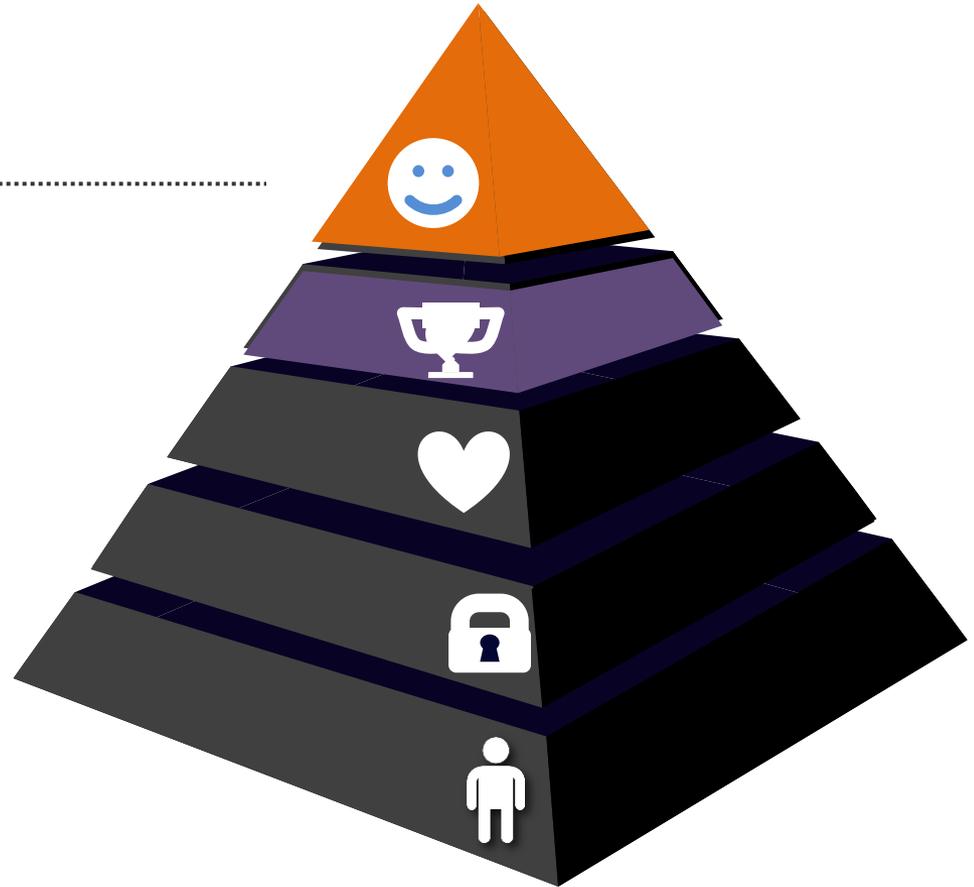


Self actualization

Self actualization

The last level in Maslow's Hierarchy of Needs Model is the need for self-actualization or the need to fulfil what a person considers being his mission in life. It involves realizing one's potentialities for continued self-development and for being creative in the broadest senses of the word

A man has the desire for personal achievement after his other needs are fulfilled. So, he undergoes a quest of reaching one's full potential as a person. Unlike lower level needs, this need is never fully satisfied. This is because as one grows psychologically there are always new opportunities to continue to grow



Self actualization

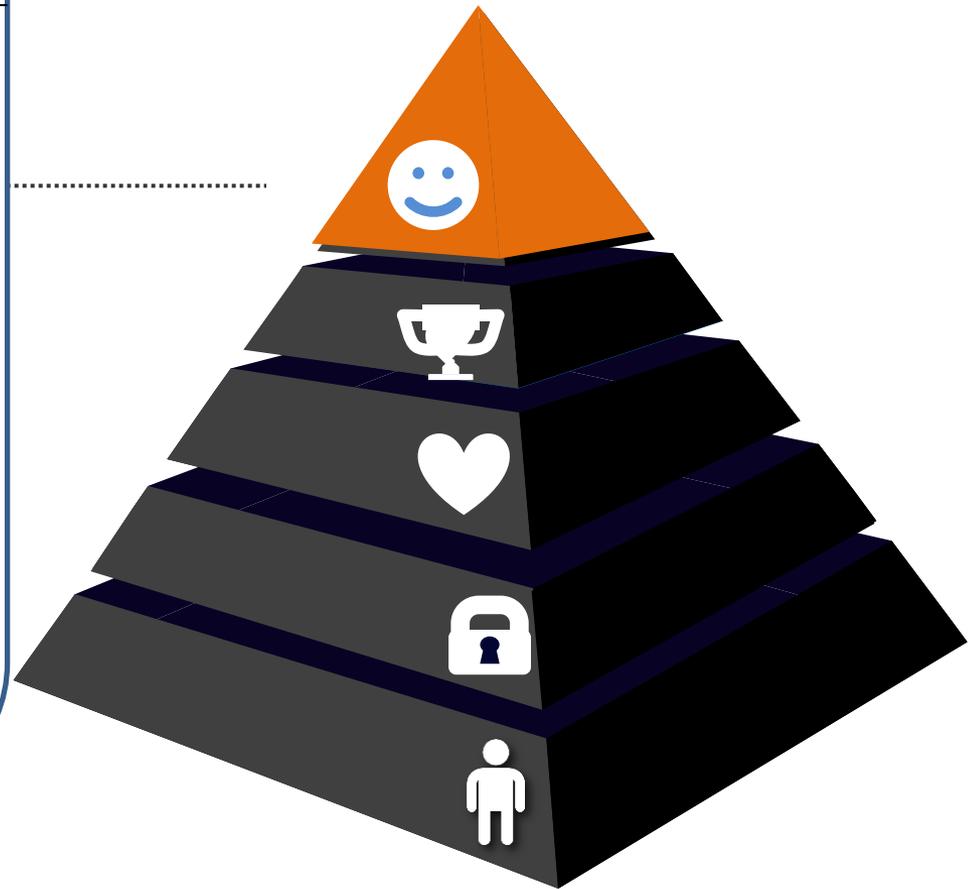


Self-Actualization Need

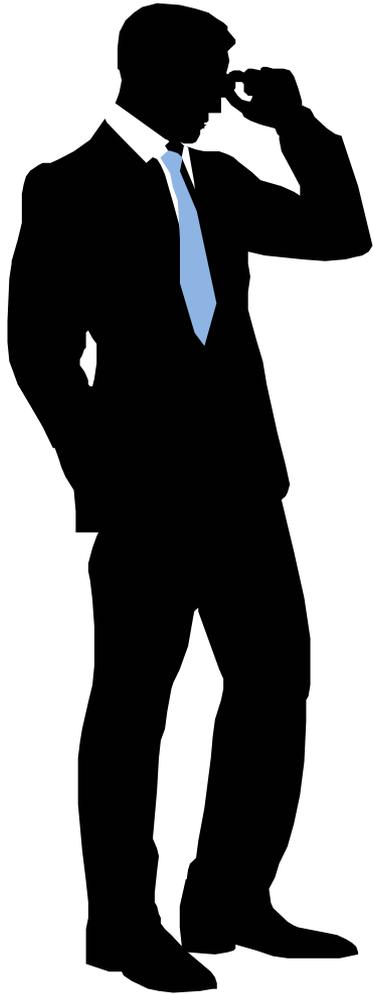
Self-actualization need includes the need for growth and self-contentment. It also includes desire for gaining more knowledge, social-service, creativity and being aesthetic

Self-actualized persons experience energized moments of profound happiness and harmony which form peak experiences. A peak experience is one that takes you out of yourself, that makes you feel very tiny, or very large, to some extent one with life or nature or God. These experiences tend to leave their mark on a person, change them for the better, and many people actively seek them out

According to Maslow, only a small percentage of the population, about 2%, reaches the level of self-actualization



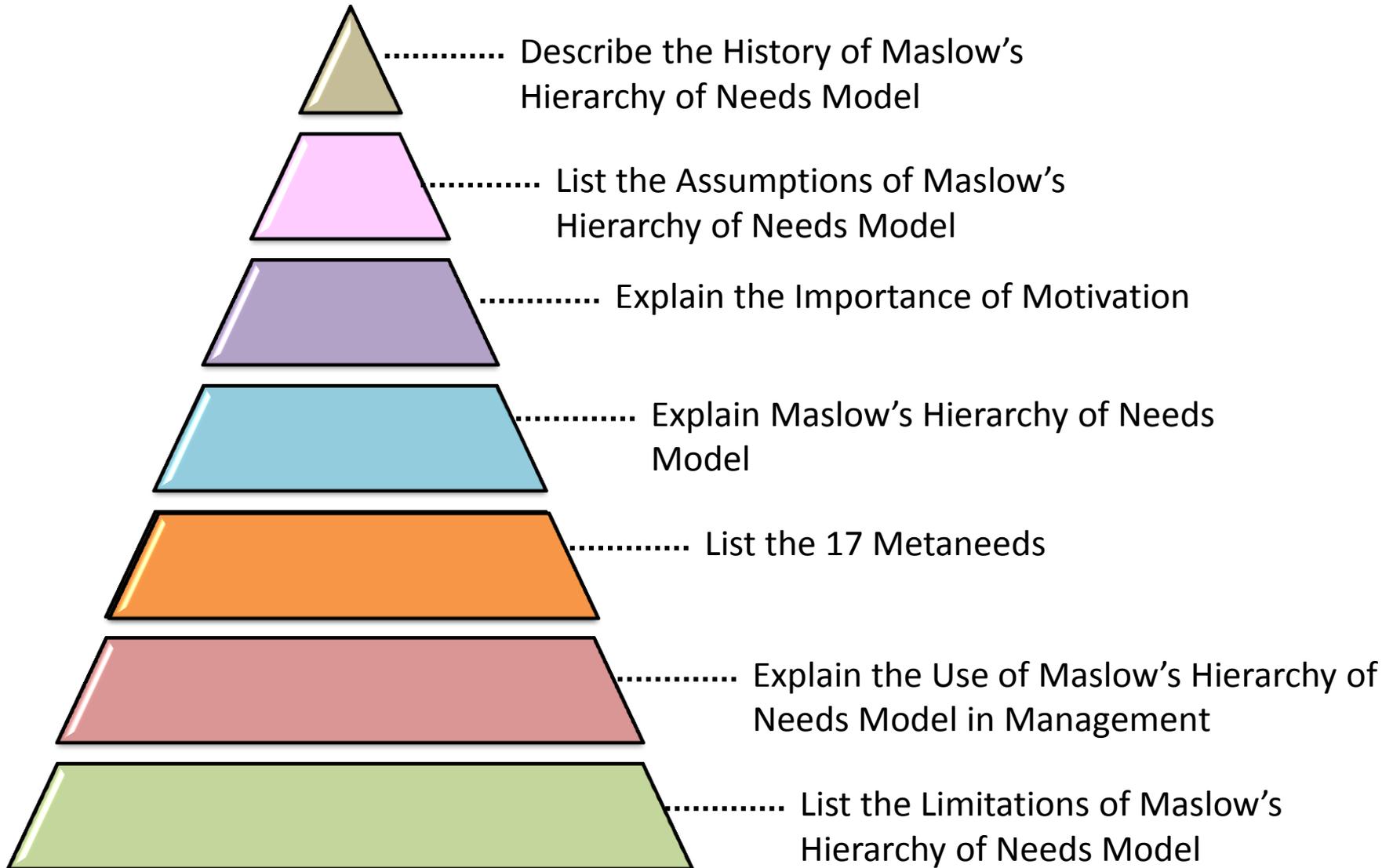
Characteristics of Self-Actualized Person



The following are the characteristics or traits of a self-actualized person:

- Knows who he is and his beliefs
- Comfortable with himself
- Views learning and experience as an ongoing process
- Empowered
- Confident
- Insightful
- Valuable
- High Self-esteem
- Independent
- Strongly motivated
- Sense of humility and respect towards others
- Strong ethics
- Creative
- Superior perception of reality
- Increased spontaneity
- Increased detachment and desire for privacy
- Higher frequency of peak experiences

Objectives



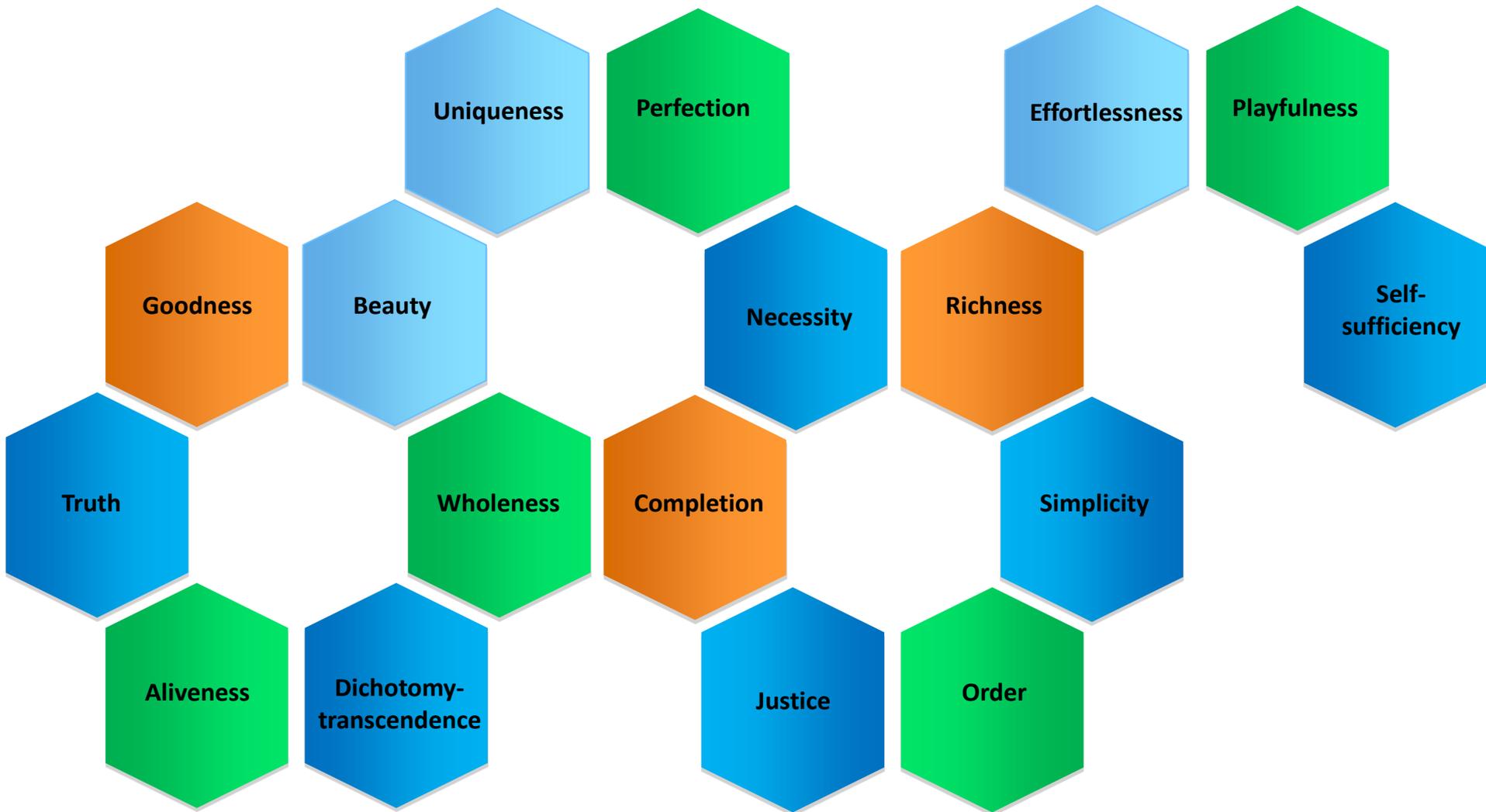
The 17 Metaneeds



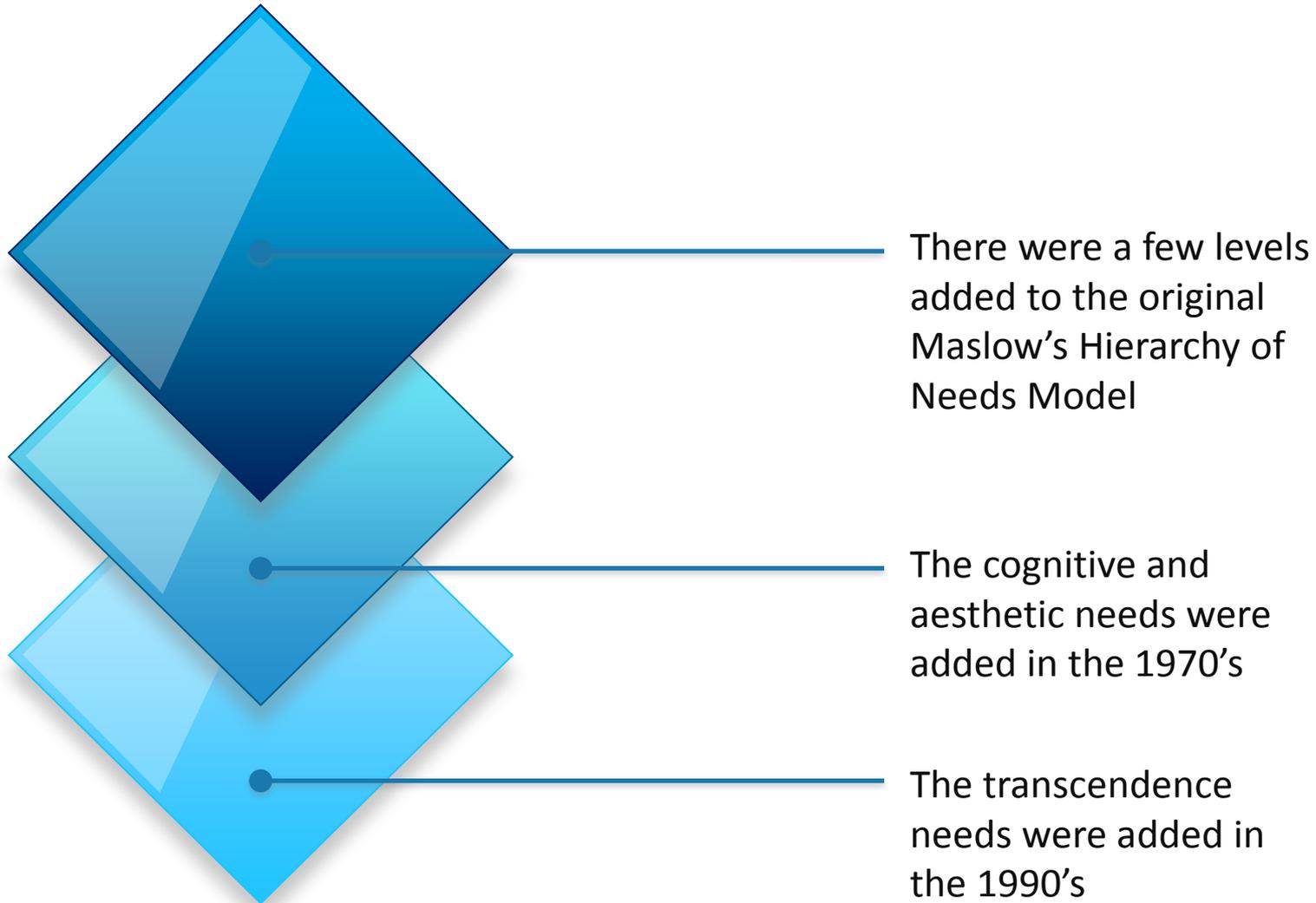
- Maslow proposed the idea of 'metaneeds' which are associated with impulses for self-actualization.
- Maslow defines a 'metaneed' as any need for knowledge, beauty, or creativity.
- Metaneeds are involved in self-actualization and constitute the highest level of needs.
- Hence, metaneeds come into play primarily after the lower level needs have been satisfied.

The 17 Metaneeds

Maslow's list of 17 Metaneeds:

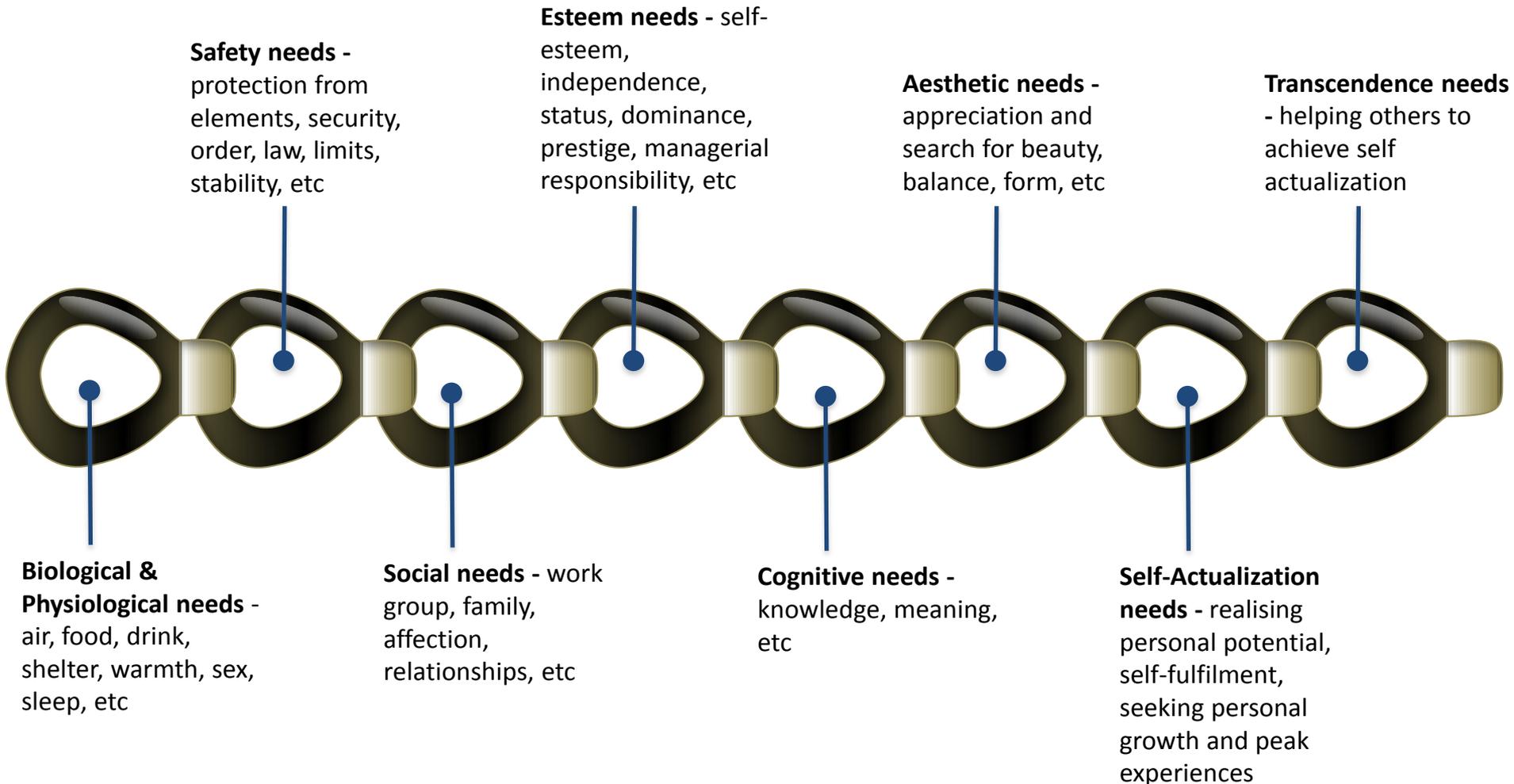


Additions to Maslow's Hierarchy of Needs Model



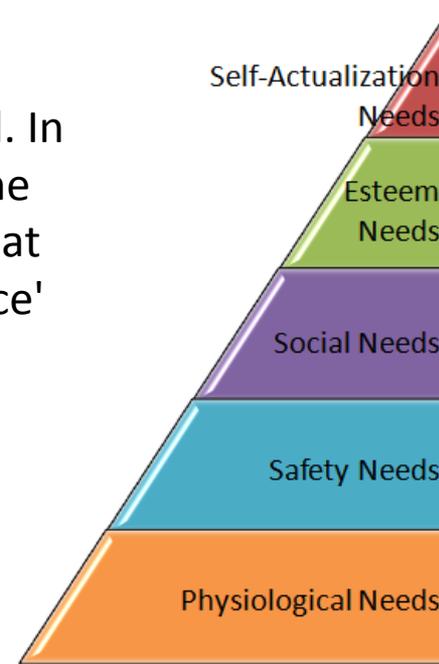
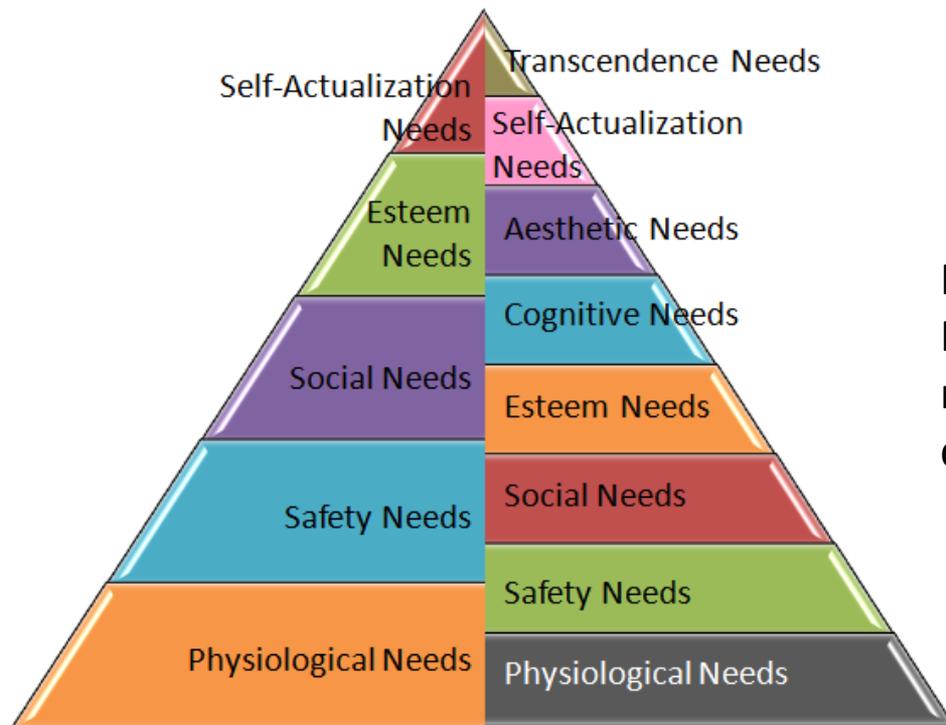
Additions to Maslow's Hierarchy of Needs Model

The new order of the hierarchy of needs appears as follows:



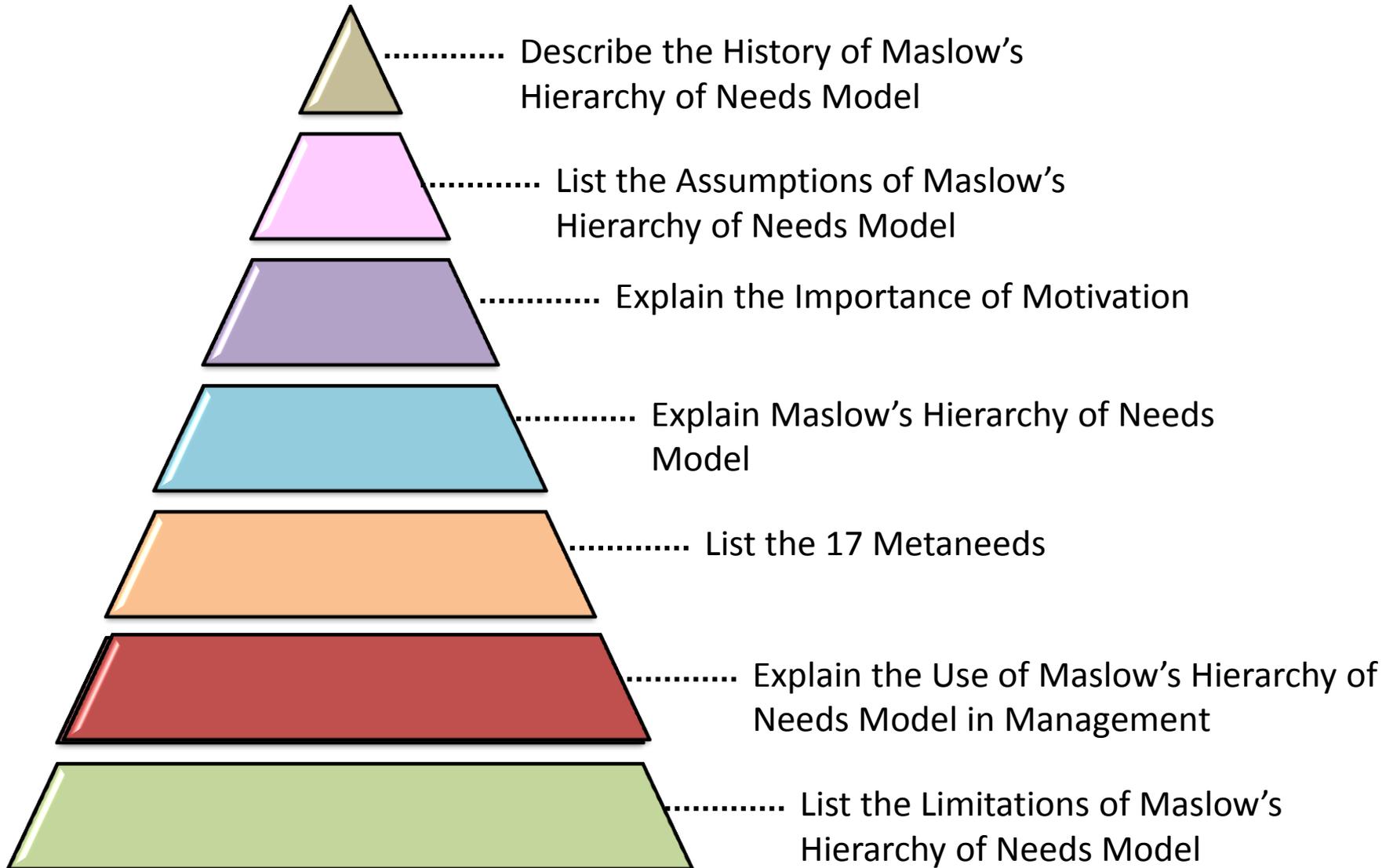
Additions to Maslow's Hierarchy of Needs Model

Generally, for many people the original five level Hierarchy of Needs model is quite valid. In fact, the original five-level model includes the later additional sixth, seventh and eighth, that is, 'Cognitive', 'Aesthetic', and 'Transcendence' levels within the original level 5 of 'Self-Actualization'.



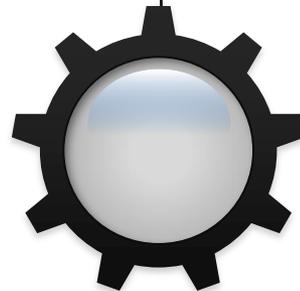
Hence, the original five-level Hierarchy of Needs model is a classic model of human motivation and the later adaptations just show different aspects of self-actualization.

Objectives

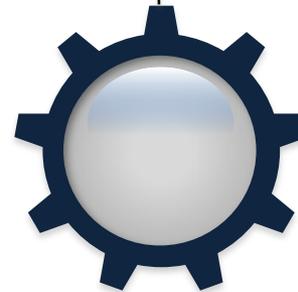


Use of Maslow's Hierarchy of Needs Model in Management

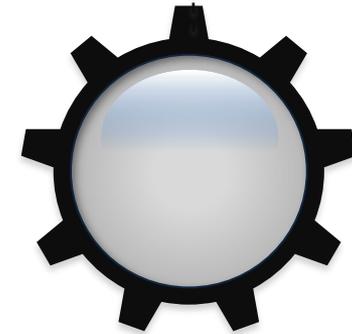
Maslow's Hierarchy of Needs Model proves to be very useful in management



It helps organizations to find ways of motivating its employees through management style, job design, company events and compensation packages

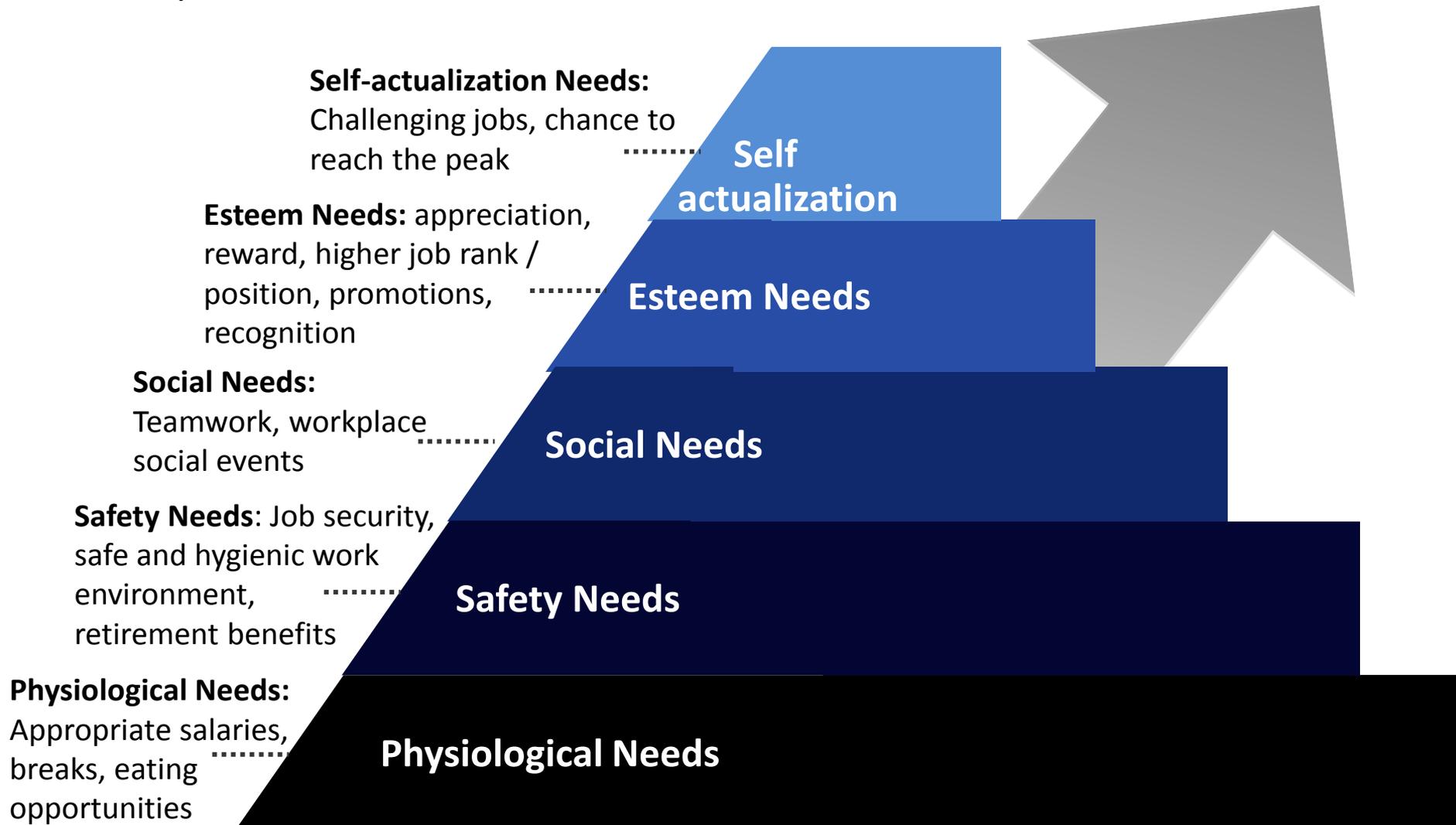


The management must identify the need level at which the employee stands and then those needs can be utilized as a push for motivation



Use of Maslow's Hierarchy of Needs Model in Management

The following different motivators can be provided to employees at different levels of the hierarchy of needs to motivate them:



Case Study – Maslow’s Hierarchy of Needs in Advertising

The most common example of Maslow’s Hierarchy of Needs ‘in action’ is in advertising

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Physiological Needs



Advertisements of food products such as milk, mattresses etc.



Case Study – Maslow’s Hierarchy of Needs in Advertising

The most common example of Maslow’s Hierarchy of Needs ‘in action’ is in advertising

Physiological Needs

- Advertisements of food products such as milk, mattresses etc.

Safety Needs

- Advertisements of home security products like burglar alarms, house and life insurance



Case Study – Maslow’s Hierarchy of Needs in Advertising

The most common example of Maslow’s Hierarchy of Needs ‘in action’ is in advertising

Physiological Needs

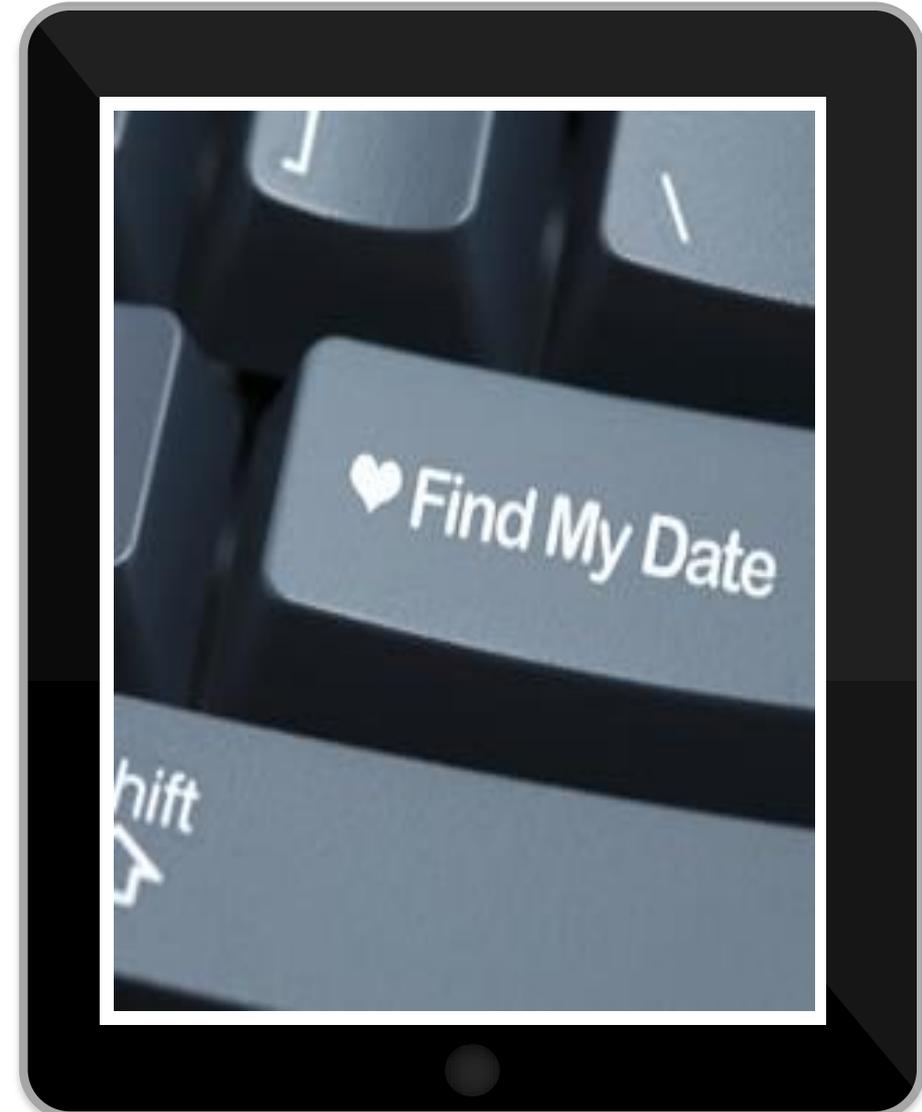
- Advertisements of food products such as milk, mattresses etc.

Safety Needs

- Advertisements of home security products like burglar alarms, house and life insurance

Social Needs

- Advertisements of dating and match-making services, clubs and membership societies



Case Study – Maslow’s Hierarchy of Needs in Advertising

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Physiological Needs

- Advertisements of food products such as milk, mattresses etc.

Safety Needs

- Advertisements of home security products like burglar alarms, house and life insurance

Social Needs

- Advertisements of dating and match-making services, clubs and membership societies

Esteem Needs

- Advertisements of fast cars, fashion clothes, etc.



Case Study – Maslow’s Hierarchy of Needs in Advertising

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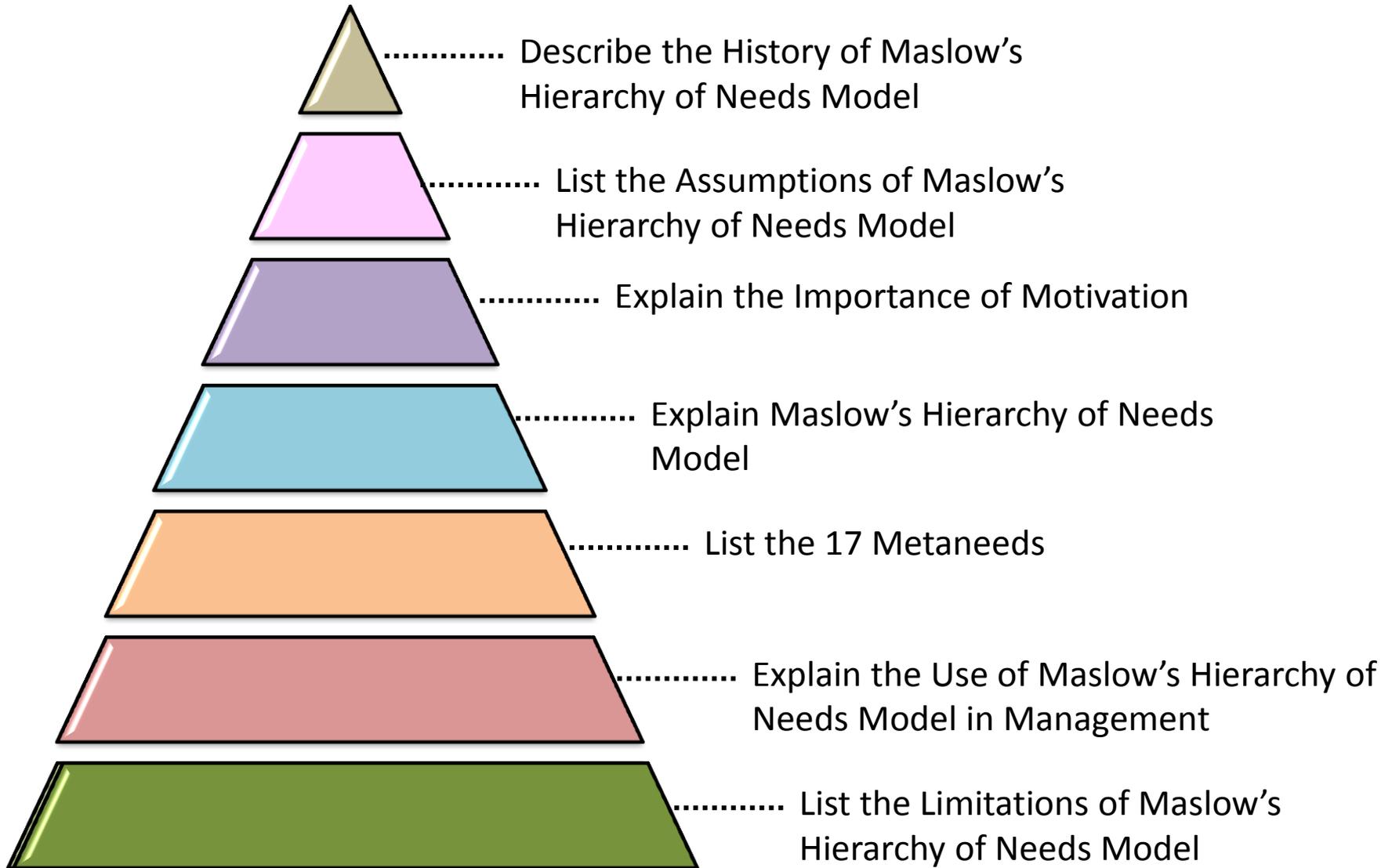
- Advertisements of fast cars, fashion clothes, etc.

Self-Actualization Needs

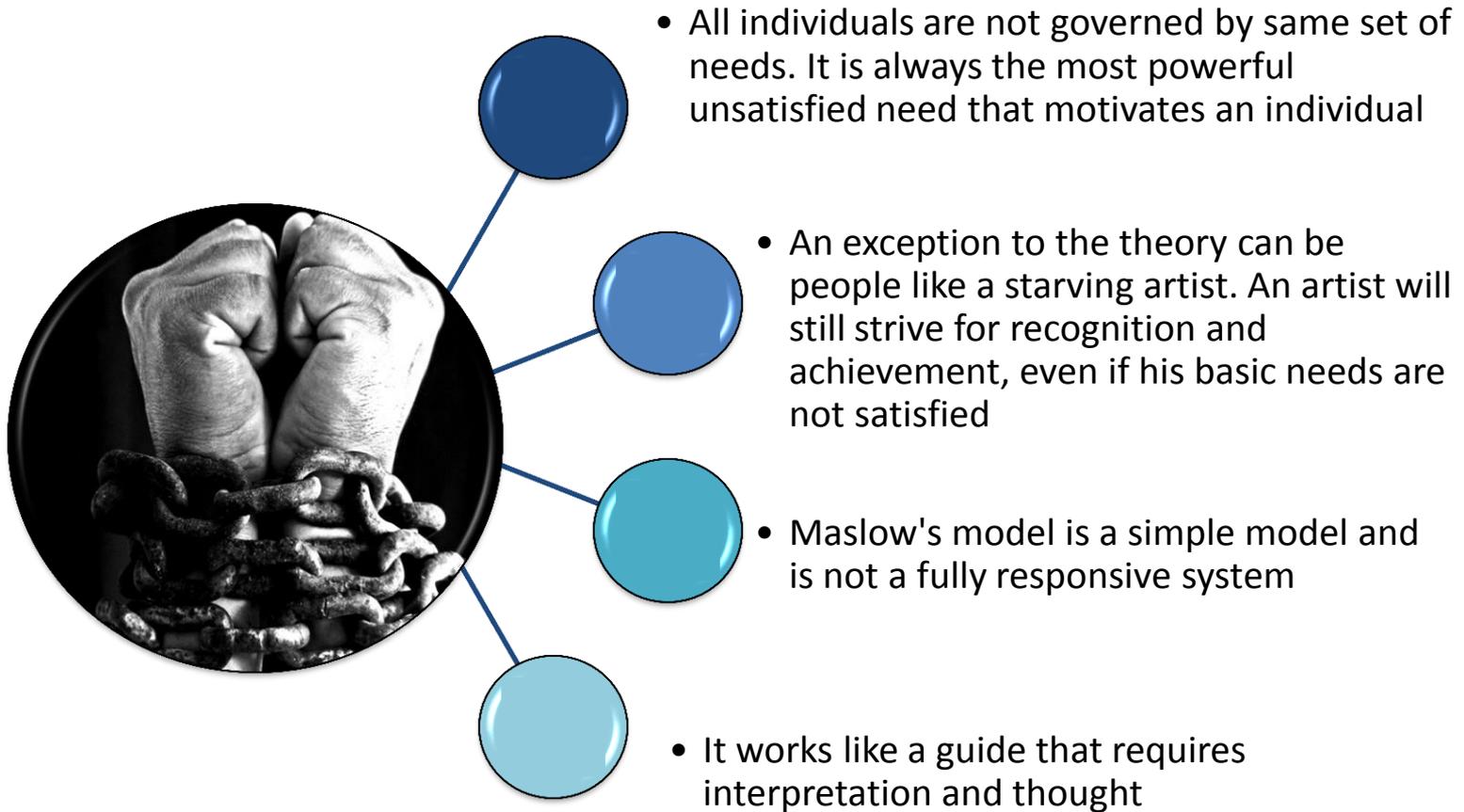
- Advertisements of Open University



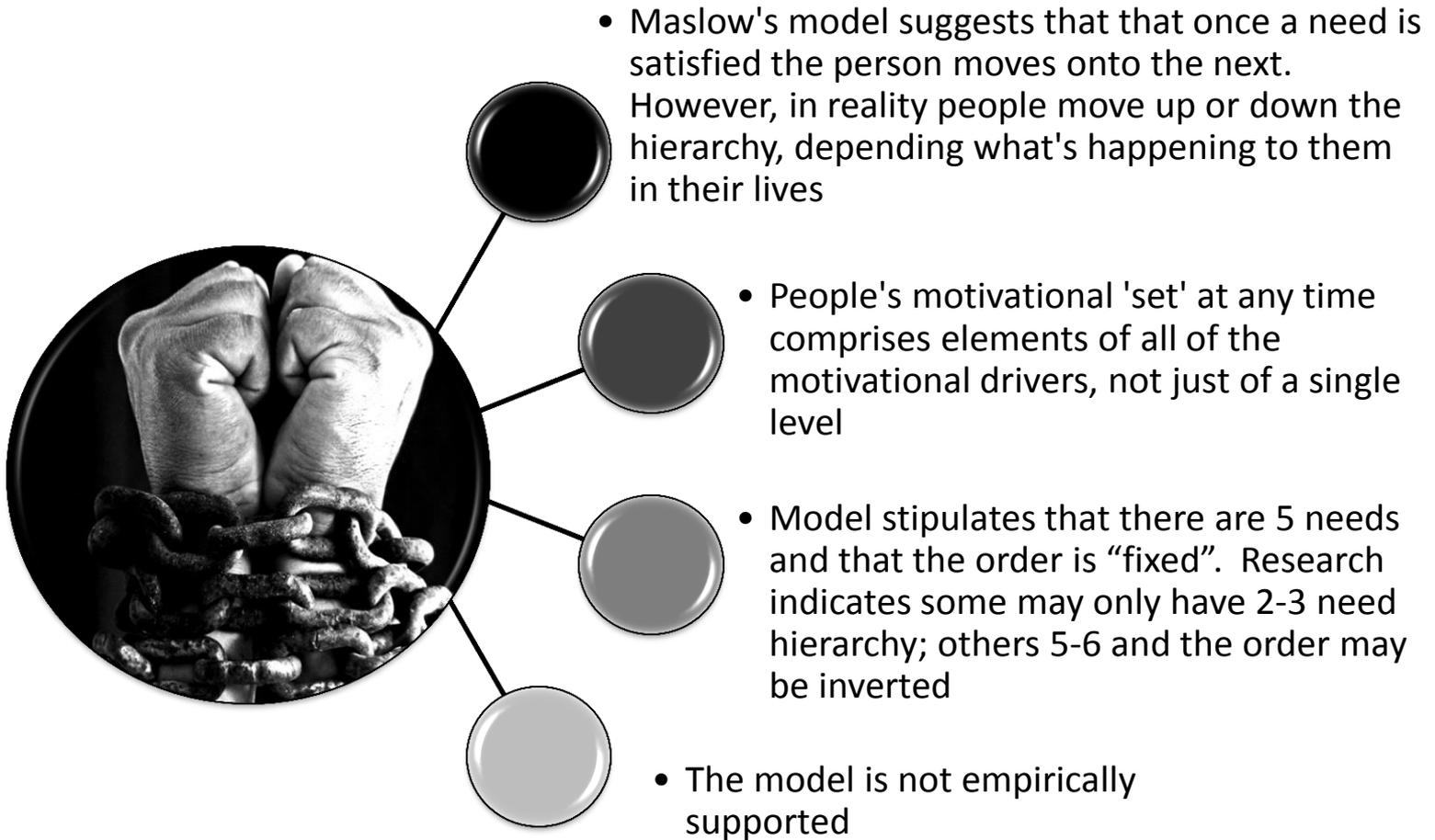
Objectives



Limitations of Maslow's Hierarchy of Needs Model



Limitations of Maslow's Hierarchy of Needs Model



Case Study



Richard has been married for two years. He has been facing serious problems in his marriage right from the start

1. He works as a Sales Executive in an MNC.
2. His Manager wants Richard to achieve his sales targets and tries to motivate Richard by offering him incentives and the promise of a promotion.
3. Based on Maslow's Hierarchy of Needs Model that you learnt, do you think that it is possible for Richard to feel motivated ?

Summary

In this module you learnt that:

Maslow's Hierarchy of Needs is a theory for human motivation. It is based on the assumption that there is a hierarchy of five needs within each individual. The urgency of these needs varies.

In the Hierarchy Needs Model, Maslow grouped the five needs into two categories:

- The lower-order needs are made up of the physiological and the safety needs.
- The social, esteem, and self-actualization needs make up the higher-order needs.

The five levels of needs of the Hierarchy Needs Model are:

- **Physiological Needs** - Needs for most basic necessities for life.
- **Safety Needs** - Need for stability and consistency .
- **Social Needs** - Need for love and belonging .
- **Esteem Needs** - These are of two types: Lower form needs and Higher form needs.
- **Self Actualization Needs** - The desire to become more than you are and all that you can.

“Metaneeds’ are associated with impulses for self-actualization. Maslow defines a ‘metaneed’ as any need for knowledge, beauty, or creativity.

Summary