



3 Minute Mentor

Episode 39: Show Notes

Episode 39: What is Maslow's hierarchy of needs?

In Episode 33 we talked about Hertzberg's two-factor theory. Abraham Maslow wrote a paper in 1943 called "A Theory of Human Motivation." It described [a hierarchy of needs](#) for all people



1. What is the hierarchy of needs?

- Maslow said there were 5 levels of need and they can be thought of as a triangle
- Most basic were the Physiological needs
 - breathing, food and - you maybe interested to know - sexual activity
- These are the very basics of what man needs to survive and would search for first.
- Above that, in row two were: Safety needs.
 - personal and financial security, but also health and well being
- The next two were Love or Belonging and then Esteem
- The last layer and the pinnacle of the triangle was Self-actualization
 - morality, creativity, problem solving, etc.
- In other words, when you have the fullest life or role you could have

2. So what does this mean to us?

- First we should accept this could be hard to translate into the tools you have to manage
- But to keep good people we need to know what motivates them
- Jobs that lack esteem and even some self-actualization will not hold good people regardless of how much you pay them
- People who have self-actualized in their job may not want to change too soon
- As much as they like you or the company, people will change job to get better security or safety.

Bottom Line: We all have needs, some more basic than others. Understanding the needs of your employees is always the best way to motivate them.