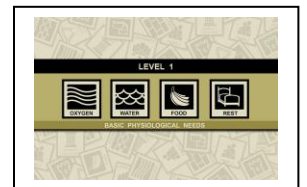


MASLOW'S HIERARCHY OF NEEDS #0420

- 1) Psychologist Abraham Maslow developed the Hierarchy of Needs theory. His theory identifies five groups of human needs.



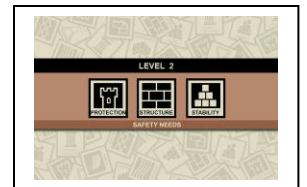
- 2) The first is the most basic group of human needs that consists of the physiological needs of oxygen, water, food, and rest. If our body does not have oxygen, water, food, or rest, it cannot function. If our body cannot function, we wouldn't be alive.



- 3) Maslow's theory also states that the previous group of needs must be tended to before advancing to the next group of needs. Therefore, after we have tended to our body's necessities, we can move on to the next group of needs, which is safety.



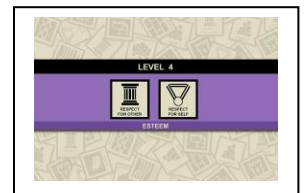
- 4) Safety includes protection, structure, and stability. We all like feeling safe, but sometimes we need to venture out of our safe zone. For example, if we are hungry and don't have food in the house, we need to go to the store. We may not want to leave the security of our home, but must do so in order to attend to our basic need for food.



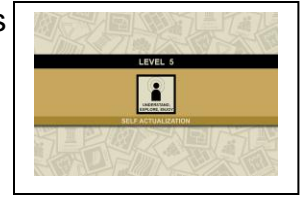
- 5) The third level is love and belonging. This category includes such human needs as being a member of a family, having a spouse, making friends, being a member of a community such as a church, bowling league, school, or lodge.



- 6) The fourth level is esteem. There are two subgroups to esteem; the first is "respect for others" or such things as status, fame, and glory. The second subgroup to esteem is "respect for self" such as confidence, competence, achievement, and freedom.



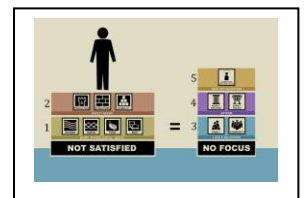
7) And the last group, according to Maslow, is self-actualization. This is the highest level of achievement and it is the need to understand, explore, enjoy our surroundings, and realize one's potential.



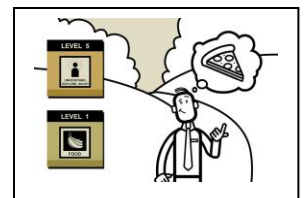
8) Remember, as we move through the five groups of needs, the first level must be satisfied on a daily basis before any progress can be made to the second level. And the second level must be satisfied before progress can be made to level three. This is what is meant by hierarchy.



9) According to Maslow, it is not possible for a human being to focus successfully on the third, fourth, or fifth levels if the needs of the first and second levels are not satisfied.



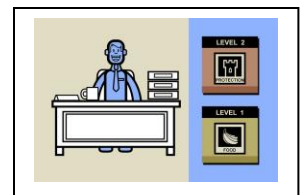
10) However, others argue that we are all able to function at any of the levels for a short period of time. For example, if we are having a wonderful walk in the park enjoying a beautiful experience (level 5) yet we are starting to feel hungry (level 1), we aren't going to drop everything to rush off to feed ourselves.



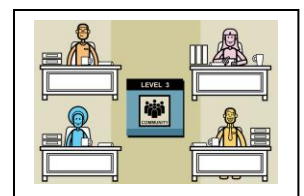
11) But if the pain of hunger is so great that our body stops working, the beautiful scenery in the park is not that important any longer. This is hierarchy. Our needs have a necessary order that we must pay attention to.



12) While we are at work, many of the needs in each category are being met. The primary need is the paycheck so that we can purchase food (level 1) and pay our rent or mortgage (level 2).



13) But it is also a place where we have friends and feel a sense of belonging (level 3).



14) When we experience a successful project or receive a compliment from a coworker or customer, we satisfy our need for esteem (level 4)



15) Work also allows us to realize our potential, explore the world of possibilities, and learn new things, which are all level 5.



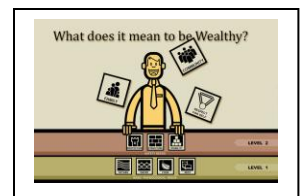
16) Have you ever heard someone say that they come to work for reasons other than the paycheck? This might be difficult for someone to believe if they are homeless and hungry.



17) But if someone has a healthy body and a wonderful home, they are motivated to come to work to be with their friends, to be a part of successful projects, to receive compliments, and to see how far they can stretch their talents.



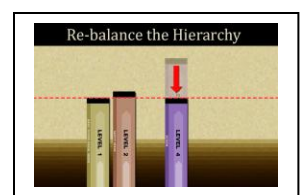
18) What does it mean to be wealthy? Once the paycheck is large enough to satisfy level 1 and 2 needs, wealth takes on a different meaning. We become “wealthy” when we have friends and family or we are successful at our jobs.



19) A common mistake people make is to focus on achieving success in their level 4 esteem goals and forget to take care of their level 1 health needs. This becomes a problem because it won't be long before their health fails.



20) When this happens, people make changes in their lives to rebalance their hierarchy by changing their level 4 goals to balance better with the goals in levels 1 or 2.



21) It is always better to think about your needs on a daily basis and maintain a balance within all levels. In the short-term, you might choose to take your paycheck and go to the local restaurant to party with your friends (level 3).



22) But when the choices to party cause you to not pay your rent (level 2), life will become difficult.



23) Life is all about balance. We must focus on achieving all our goals, but there are priorities we must manage if we are going to achieve long-term success. Good luck!

