

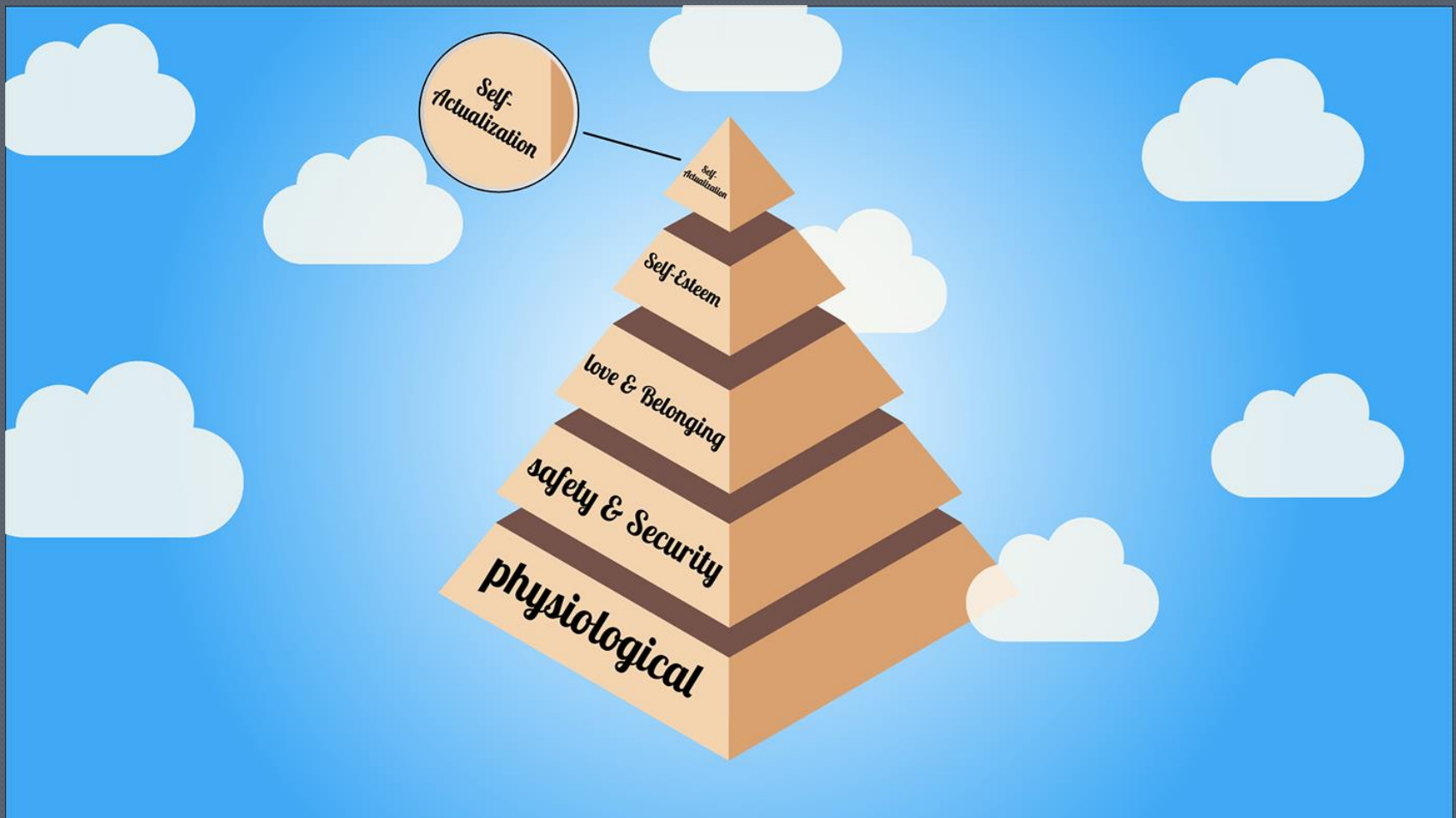
MASLOW'S THEORY OF MOTIVATION

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MASLOW'S THEORY OF MOTIVATION

- **Abraham Maslow** (1908 - 1970) was a psychology professor who founded the Humanistic Psychology discipline. In 1943 he published a paper called "*A Theory of Human Motivation*" in which he first presented his *hierarchy of needs theory*.
- Maslow's hierarchy of needs is a motivational theory in psychology comprising **a five-tier model** of human needs.

MASLOW'S THEORY OF MOTIVATION





What would you choose first, if you needed all three?



Physiological needs



These are biological requirements for human survival, e.g. air, food, drink, shelter, clothing, warmth, sex, sleep.





Safety Needs

- Our natural desire for a predictable, orderly world that is somewhat within our control
- Financial security
- Personal security
- Job security
- Insurance policy
- Health and well-being



Love and belongingness needs

The need for interpersonal relationships motivates behavior.



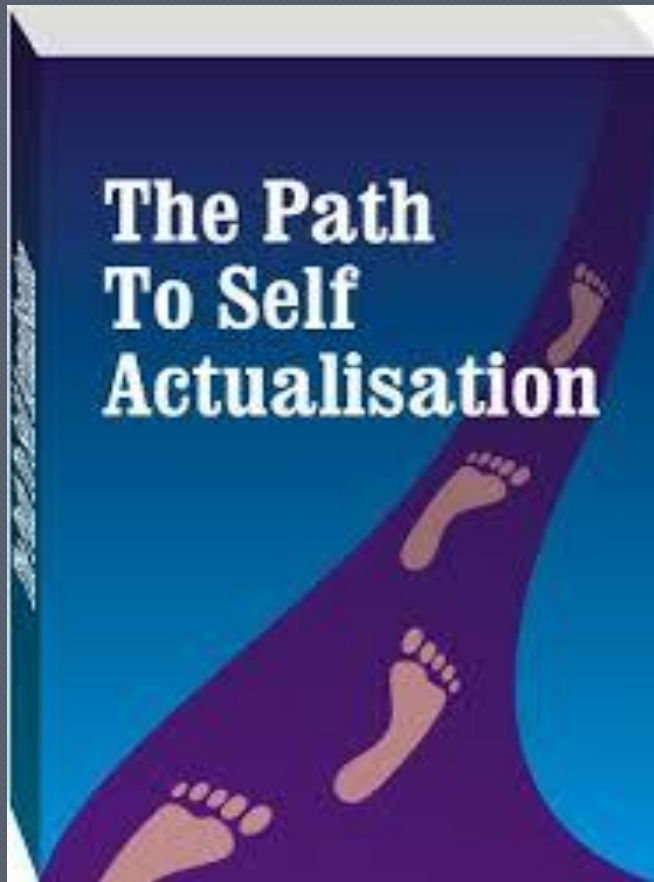
- Friendship
- Intimacy
- Trust
- Acceptance
- Affection and love
- Being part of a group (family, friends, work).



Esteem needs

- Esteem for oneself (dignity, achievement, mastery, independence)
- The desire for reputation or respect from others (e.g., status, prestige)





Self-actualization needs

- A desire “to become everything one is capable of becoming”
- Realizing personal potential
- Self-fulfillment
- Seeking personal growth
- Peak experiences

Maslow grouped the five needs into two categories:

LOWER-ORDER NEEDS

- The physiological and the safety needs constituted the lower-order needs.
- These lower-order needs are mainly satisfied externally.

HIGHER-ORDER NEEDS

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

Assertions

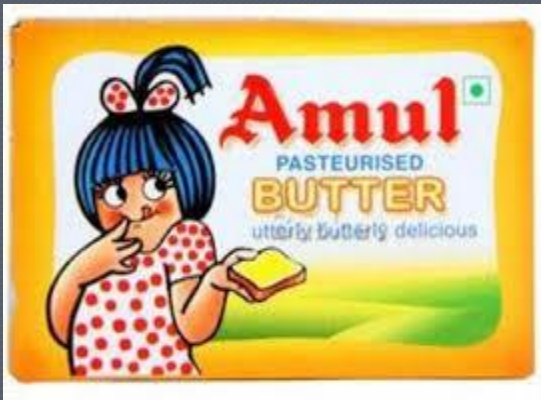
- To understand Maslow's thinking it's worth noting some of his main assertions:
- As one set of needs is met, the next level of needs become more of a motivator to an individual.
- A satisfied need is not a motivator.
- Only unsatisfied needs motivate an individual. We have an innate desire to work our way up the hierarchy, pursuing satisfaction in higher order needs.
- Self-actualization stimulates a desire for more due to what Maslow explained as "peak experiences".

Limits

- Every person is capable and has the desire to move up the hierarchy toward a level of self-actualization. Unfortunately, progress is often disrupted by a failure to meet lower level needs.
- Therefore, not everyone will move through the hierarchy in a uni-directional manner but may move back and forth between the different types of needs.
- It is essential to note that not all employees are governed by same set of needs. Different individuals may be driven by different needs at same point of time. It is always the **most powerful unsatisfied need that motivates an individual**.
- The theory is not empirically supported.

Uses

To advertise the product



Physiological need



Safety needs



Esteem need

Employee motivation techniques

- Physiological Needs:
- Safety Needs:
- Social Needs:
- Esteem Needs:
- Self-Actualization Needs:

THANK YOU
