

MASLOW'S HIERARCHY OF NEEDS

IN THE WORKPLACE



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Maslow's Hierarchy of needs is an idea in psychology that includes 5 stages of needs that motivate human behaviour. Using this hierarchy we can determine how people are motivated and which needs are required before being able to move on to more advanced needs since people are motivated to fulfil basic needs before moving on to more advanced needs. This hierarchy can be applied to the workplace to ensure employees' needs are met to effectively motivate employees to do their best.

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PHYSIOLOGICAL NEEDS

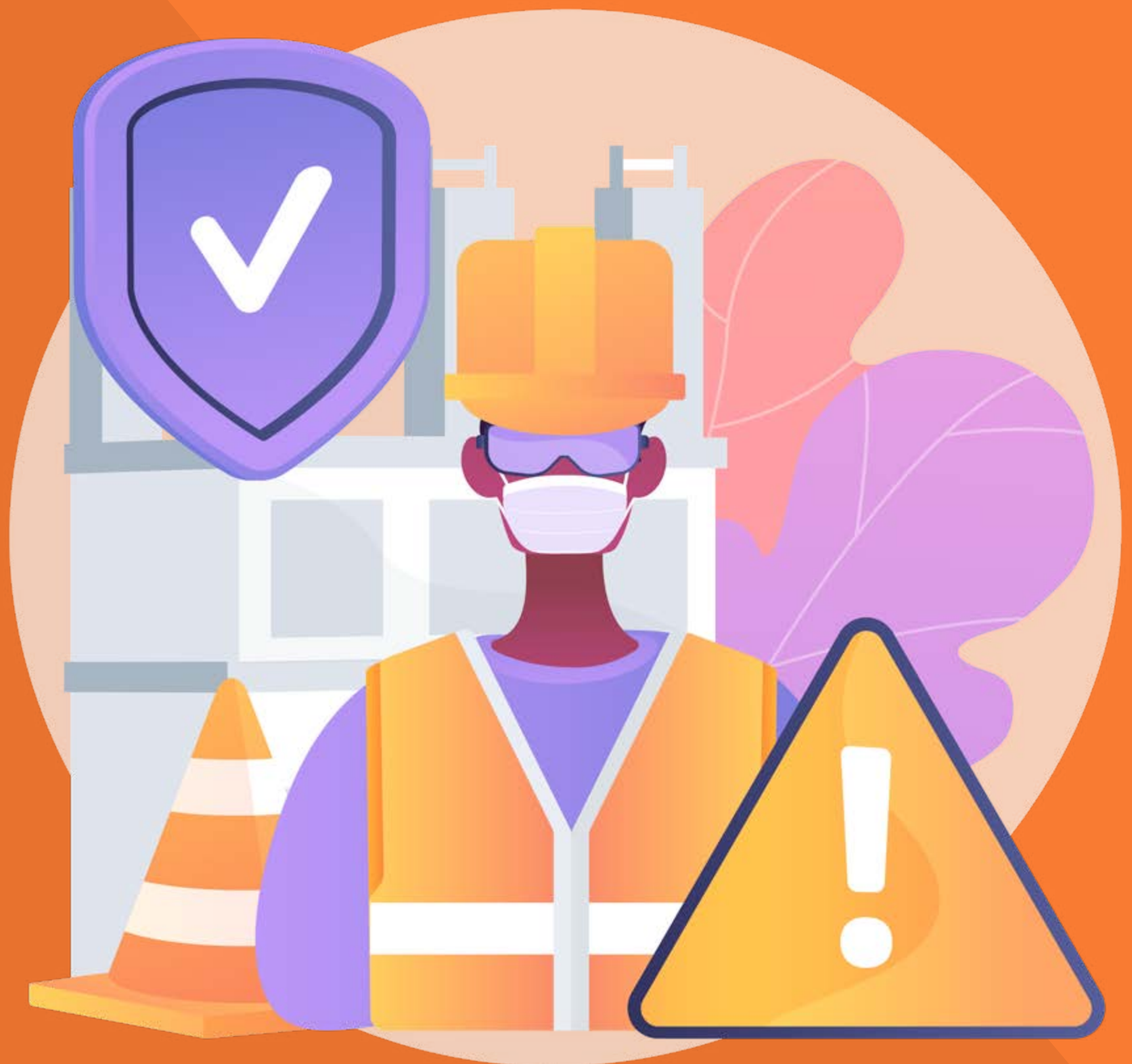


These are usually basic needs that are vital to survival. In the workplace, this could mean having a place to work, earning a regular salary, access to a comfortable work environment, somewhere to get drinking water as well as other essential facilities.

SAFETY NEEDS

These are other basic needs that are vital to survival. In the workplace, employees must feel that their physical safety is valued and prioritised. Health and safety need to be considered in the work environment and relevant resources and information should be available to all employees.

Employees should also have formal contracts of employment, benefits such as a pension scheme and sick pay. Mental health and wellbeing should also be considered and supported in the workplace.



SOCIAL NEEDS



In Maslow's hierarchy, love, acceptance and belonging make up social needs. When employees feel they belong, they are more likely to feel committed to their job and are more engaged in their workplaces. Businesses should be creating relationship-building opportunities and social activities for employees, as well as promoting group work and having regular meetings and catch-ups. Making use of communication tools will enable employees that work remotely or hybrid to socialise and collaborate no matter where they are.

ESTEEM NEEDS



These needs are about having respect and admiration. Employees need to feel they are contributing to a higher goal and that they are being recognised to succeed in their work. Showing respect and offering praise and gratitude will build an employee's confidence and let them know they are growing, advancing and achieving results. Giving regular feedback provides employees with the tools they need to improve and grow. Peer-to-peer or social recognition programmes will celebrate employee achievements and make employees feel respected.

SELF ACTUALISATION NEEDS



Self-actualisation is the realisation of your own potential. In the workplace, providing employees with training opportunities, mentoring, personal development plans, and the opportunities for promotion enables employees to be the best they can be and fulfil their self-actualisation needs.