

HUMAN MOTIVATION 101



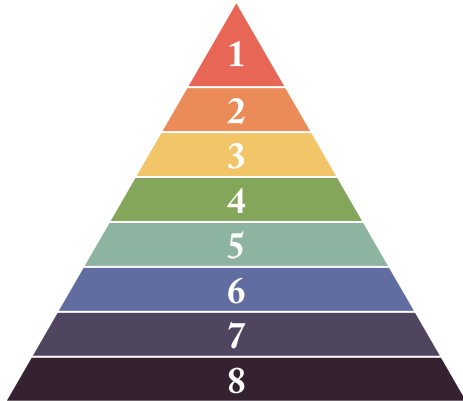
Is your institution or
business engaging people
based on human potential?

OCTOBER 2017

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Human Motivation Model



Abraham Maslow's (1943, 1954) five-stage model has been expanded to include cognitive and aesthetic needs (Maslow, 1970a) and later transcendence needs (Maslow, 1970b).

- 1. Transcendence Needs**
helping others to achieve self-actualization
- 2. Self-Actualization Needs**
realizing personal potential, self-fulfillment, seeking personal growth and peak experiences
- 3. Aesthetic Needs**
appreciation and search for beauty, balance, form, etc.
- 4. Cognitive Needs**
knowledge and understanding, curiosity, exploration, need for meaning and predictability
- 5. Esteem Needs**
self-esteem, achievement, mastery, independence, status, dominance, prestige, managerial responsibility, etc.
- 6. Love and Belongingness Needs**
friendship, intimacy, trust and acceptance, receiving and giving affection and love
- 7. Safety Needs**
protection from elements, security, order, law, stability, etc.
- 8. Biological and Physiological Needs**
air, food, drink, shelter, warmth, sleep, etc.

Maslow, A.H. (1972). *The Farther Reaches of Human Nature*. New York, NY: The Viking Press.