

Maslow's hierarchy of needs

[Business](#), [Management](#)



Maslow's Hierarchy of Needs Maslow's hierarchy of needs explains the different levels and significance of the human's physical and psychological needs. The theory indicates that the general human needs comprise of the physiological needs, social needs, safety needs, self-esteem, and actualization (McGuire, 2012). The physiological needs represent the first level and include food, sleep, and water. The second level encompasses the safety needs such as order, security, and stability. The two levels are crucial for the physical survival of humans. Lauby (2005) argues that people must meet the survival needs before they address the social needs. Hence, the satisfaction of the aforementioned levels prompts people to endeavor to meet the complex needs. In effect, the psychological needs includes sharing of belonging, affection, and love with friends and families. The fourth level entails self-esteem in which people attempt to gain approval, as well as recognition. People achieve self-esteem when they are comfortable with their achievements. Self-actualization represents the last level in Maslow's hierarchy of needs. In this level, people focus on building their image after accomplishing set goals. In essence, the Maslow's hierarchy of needs is an important in exploring employees' motivation.

The Maslow's hierarchy of needs is important in improving the management of the information technology personnel. The management team should apply the Maslow's hierarchy of needs in understanding the personnel's motivation, as well as needs in order to create the environment that motivates employees. Disselkamp (2013) contends that money is a real motivating factor in satisfying the security and physiological needs of the workers. In this respect, money plays a significant role in satisfying the basic

human needs. Similarly, money satisfies the social needs of the employees, and is recognized as the basis of the status, power, and respect. Thus, management can use financial incentives to keep the level of motivation among information technology personnel high. Similarly, the management of the information technology personnel should endeavor to offer job security. Lauby (2005) observes that employees tend to be worried about imminent lay-offs if job security does not exist. Hence, the managers should keep the levels of motivation among employees high through giving them job security.

The managers should use Maslow hierarchy of needs to establish health care insurance benefits, fringe benefits, pension plans, retirement plans, and job security. This is in line with Maslow's safety needs after the fulfillment of the basic requirements. For instance, the fringe benefits should include membership in clubs, discounts on property and services, and vacations. The benefits tend to raise the level of morale among the employees. Money as a motivator is effective at the fundamental levels according to Maslow's hierarchy of needs (Goble, 2004). The employees contend that the salaries and benefits they receive are reasonable and fair according to the type of work. Hence, continued attempts to motivate them to higher levels of performance based on monetary incentives alone might be less successful. In this respect, the management team should create an environment that motivates the information technology personnel. In addition, the management team can explore the significance of employing ethical practices that promote honesty, integrity, accountability, and transparency.

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