

Maslow's hierarchy of needs



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Motivation is an internal state that activates behavior and gives it direction. Motivation is the driving force behind all actions of human beings, animals and organizations. The main question facing managers of manufacturing companies today is how does this work? How to apply, when to apply and whom to apply.

In today's business world (companies) motivation plays an important role in determining whether a company will succeed or not. Motivation is a set of attitude or values that influence the human goal-directed behavior. Within an organization the desired goals are often clearly defined, the manager tries to achieve the goals of the organization through the employees. For these the management normally seeks to change or maintain certain environmental factors so as to influence the inner drives which may change or sustain the behaviours of the subordinates.

Psychologist Abraham Maslow's hierarchy of needs theory proposed that we motivated the five unmet needs, arranged in the hierarchy order which also lists examples of each type of need in both the person and work spheres of life. OR Needs can be said to be deficiencies that energise or triggers behavior to satisfy those need. Unfulfilled needs create a tension that makes people want to find ways to reduce or satisfy those needs. The stronger the need, the more innovative one is to satisfy them.

Thus, the hierarchy of need theory by Abraham Maslow (1943) attempt to address this issue of need. This theory stresses two fundamental premises. First ur needs depends on what we already have. Only needs not satisfied can influence behavior. In order words, a satisfied need is no longer a

motivator. Second, our needs are arranged in a hierarchy of importance.

once a need is satisfied another emerges and demand satisfaction.

Maslows then hypothesized five levels of needs and placed them in

framework called the hierarchy because of the different levels of importance.