

## Teacher guide

### Maslow's Hierarchy of Needs - ARM

#### Where does the lesson fit?

This session would be included in a People or Human Resources module. It could follow an introductory session about motivation and the importance of having a motivated workforce, when exploring different motivational theorists in more detail.



#### Suggested resources & activities related to Maslow's Hierarchy of Needs and ARM

- Full ARM case study
- Maslow's Hierarchy of Needs PowerPoint
- Motivation lesson resources
- ARM crossword
- ARM word search

#### Suggested timings for the session

5 mins	Starter e.g. ARM word search
5 mins	Use the Maslow PowerPoint to discuss the topic
5 mins	Read the case study
10 mins	Questions
20 mins	Task . creating a Hierarchy of Needs
15 mins	What have you learned?

#### Answers to questions

1. What are the five levels in Maslow's Hierarchy of Needs?
  - Basic/Physiological
  - Safety
  - Social
  - Esteem
  - Self-actualisation



## **THE TIMES 100**

### **BUSINESS CASE STUDIES**

#### 2. Describe how Maslow established the hierarchy to work?

Maslow said that we have a hierarchy of needs starting with our basic needs for survival and moving up through the other levels. According to Maslow, once one need is met it no longer remains a motivator and the next need in the hierarchy comes in to play. Although not solely applicable to the work situation, firms often use this to develop HR strategies.

#### 3. Explain how ARM helps employees to meet their self-actualisation needs.

Self-actualisation is all about reaching one's full potential. ARM allows workers to do this in a number of ways, such as:

- Challenging and interesting work
- Encouraging workers to contribute to the direction of the business
- Development opportunities e.g. on-demand e-learning

#### 4. Analyse why is you think it is important for an organisation like ARM to provide opportunities for workers to develop their higher order needsq

- As ARM has highly skilled workers they are more likely to be motivated by higher order needs than lower order needs.
- Workers have a range of needs so it is important to provide a combination of factors to meet higher and lower order needs.
- According to Maslow, needs no longer motivate once met. If the employees are already well paid and have safe and secure jobs then the higher order needs should become motivators.

### **What have you learned?**

Expected learning would include:

- Maslow's Hierarchy of Needs is only one of many motivational theories.
- The five levels in the hierarchy include basic, safety, social, esteem and self actualisation.
- Once one need is met it no longer motivates and the next need in the hierarchy becomes a motivator.
- People can meet their needs in and out of the workplace.
- Basic needs can be met by an organisation by providing adequate pay to provide food, shelter, clothes etc.
- Safety needs can be met through health and safety provision, pensions, job security etc.
- Social needs can be met through social functions e.g. Christmas Party, staff rooms, team-working etc.
- Esteem needs can be met through recognition and praise, e.g. employee of the month, promotion, making a difference etc.
- Self-actualisation can be met through greater responsibility for own work, training opportunities and career progression.