



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 needs?

- 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.