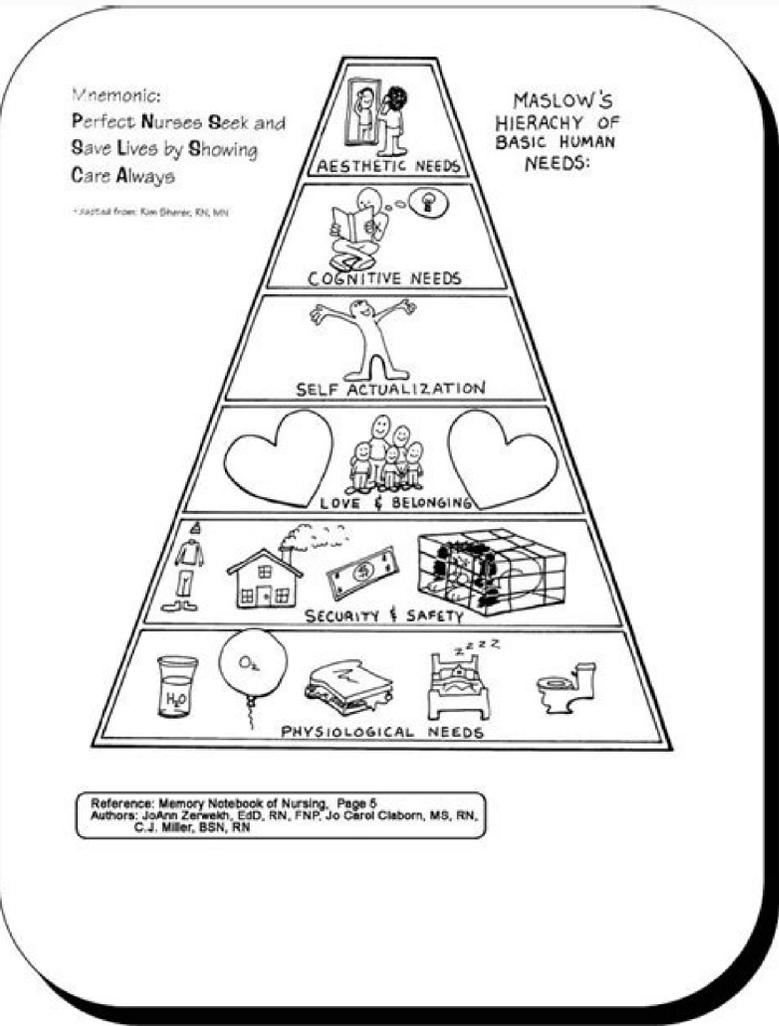


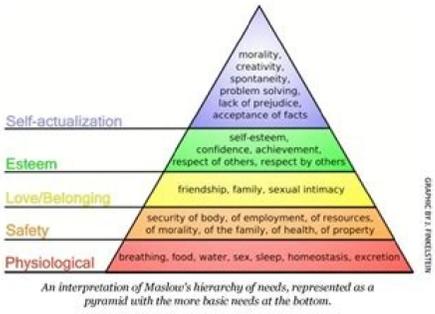
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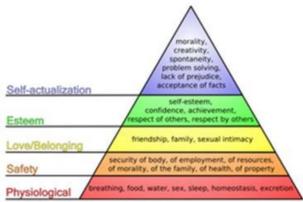


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15. While serving a 10-year prison term for armed robbery, Charlie vowed to change his life, completed an online G.E.D. and then earned his B.S. degree in marketing.
16. In 2009, as the unemployment rate climbed to 10.1% in Cairo, Sebek despaired of ever being able to care properly for his family, as a man should.
17. The citizens of Harare, Zimbabwe experienced a deadly outbreak of cholera in part due to lack of access to safe water and poor sanitation, sickening almost 100,000 people and killing 4,200.
18. With her parents divorcing, her father unemployed, and having to move to a new city, Fernanda's grades fell as drastically as her weight.
19. In 2002, Daniel Libeskind won the invitational competition to develop a master plan for the World Trade Center's redevelopment.
20. Ali's stomach became upset as he approached the checkpoint manned by armed national soldiers. Stopping, he showed identification cards and watched as his car was searched.
21. Violent ethnic conflict in that displaced 250,000 people, who are housed in state-run camps as aid agencies provide water and food.
22. In Afghanistan, Kinah was not permitted to attend school under the Taliban. Since the 2002 fall of the Taliban, she enrolled in Girls School No. 2 and has learned to read and write.
23. After 10 years of intense study, Shownika played Rachmaninov's 3rd Piano Concerto perfectly at her audition and was admitted to the Juilliard School of Music.
24. Arthur Goldberg served as U.S. Secretary of Labor before being appointed as a Justice of the Supreme Court by President Kennedy.
25. Last week, Farzin's family was forced to flee their Kandahar home after violence escalated, resulting in the bombing of their village by insurgents.



Maslow's Hierarchy of Needs

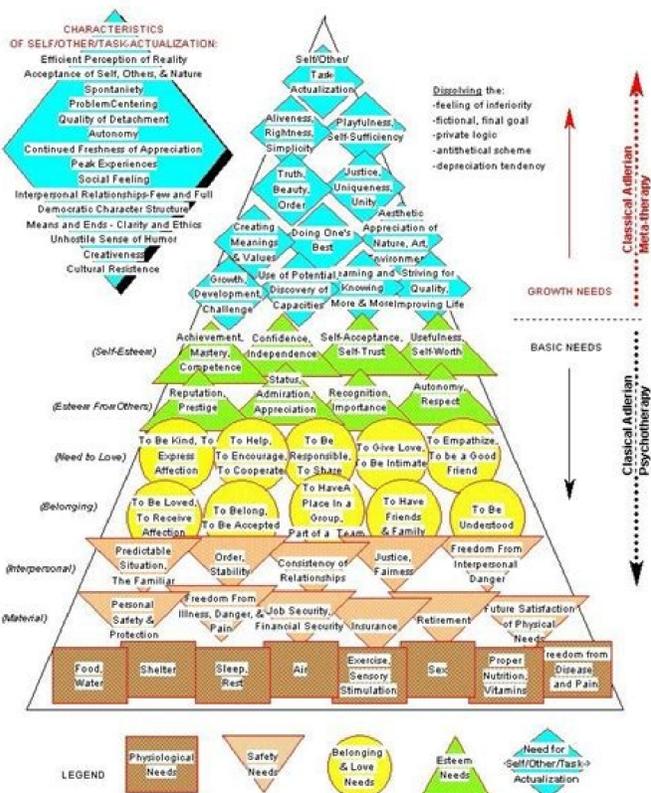


Maslow's Hierarchy of Needs is a theory which suggests there are 5 stages people go through in life. The theory says that at each stage we have different motivations that drive us.

Maslow's ideas are often applied to marketing. Whatever you are selling, the product is intended to fulfill a need somewhere in the hierarchy. To best market your product or service, identify where in the hierarchy it sits, and understand your target user's motivation to meet those needs.

ABRAHAM MASLOW'S HIERARCHY OF HUMAN NEEDS
Provinces of Classical Adlerian Psychotherapy and Meta-therapy
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Handout for
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 Training
 Course DT704



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Photo Courtesy: FG Trade/Getty Images Additionally, defining what things like "self-esteem," "security," and "self-actualization" mean is a challenge. For Maslow, we all start with a set of utterly non-negotiable and basic physiological needs, for food, water, warmth and rest. And how do we arrange our priorities and give due regard for the different and competing claims we have on our attention? His beautifully simple visual cue is, above anything else, a portrait of a life lived in harmony with the complexities of our nature. In these ways, Maslow's theory falls short. Why is Maslow's Theory Important? Regardless of its shortcomings, Maslow's theory remains important for its contributions to understanding human motivation and behavior at large. So, why are we driven to attain those highest levels of the pyramid? To apply the same hierarchy of needs to everyone despite those differences means ignoring those differences and how they impact human motivation and behavior. Additionally, Skinner's theories regarding human behavior often put too much stake into what is wrong with how humans behave. Some lives have got an implausibly wide base: all the energy seems directed towards material accumulation. America's largest companies were helping people to have a roof of their heads, feeding them, moving them around and ensuring they could talk to each other long-distance. Maslow suddenly saw that human beings could be said to have essentially five different kinds of need: on the one hand, the psychological or what one could term, without any mysticism being meant by the word, the spiritual and on the other, the material. In addition, we have urgent safety needs for bodily security and protection from attack. He was awed by the material resources of large corporations around him but at the same time he lamented that almost all their economic activity was - unfairly and bizarrely - focused on honouring customers' needs at the bottom of his pyramid. Across cultures, these terms can be defined in a variety of ways. It has since become a mainstay of psychological analyses, business presentations and online lectures - and grown ever more colourful and emphatic in the process. Maslow was putting his finger, with unusual deftness and precision, on a set of answers to very large questions that tend to confuse and perplex us viciously, particularly when we are young, namely: What are we really after? In the personal sphere, Maslow's pyramid remains a hugely useful object to turn to whenever we are trying to assess the direction of our lives. For instance, some people place more value on social acceptance than safety. Maslow believed human beings crave personal growth. Advantages of Maslow's Hierarchy of Needs Maslow became known as a founder of the school of thought called humanistic psychology in the 1950s, which helped serve as an enormously influential template for understanding how humans organize and manage their behavior. Towards the end of his long life, Maslow expressed a hope that businesses could in time learn to make more of their profits from addressing not only our basic needs but also - and as importantly - our higher spiritual and psychological ones as well. Maslow was reminding us with artistic concision of the shape of an ideal well-lived life, proposing at once that we cannot live by our spiritual callings alone, but also that it cannot be right to remain focused only on the material either. We need, to be whole, both the material and the spiritual realms to be attended to, the base lending support while the summit offers upward direction and definition. This profoundly influential pyramid first saw the world in an academic journal in the United States in 1943, where it was crudely drawn in black and white and surrounded by dense and jargon-rich text. In some cultures, once children grow up, they build their own lives and take care of just themselves. That is, it could be applied to humans hundreds or thousands of years ago just as much as it can be applied to folks in our modern world. That would be truly enlightened capitalism. He saw psychology as the discipline that would enable him to answer the yearnings and questions that people had once taken to religion. The theory states that the needs on the bottom level of the pyramid must be satisfied before any of the needs on the higher-up portion of the pyramid can be addressed. And lastly, and most grandly, we are driven by what Maslow called - in a now legendary term - an urge for self-actualization: a vast, touchingly nebulous and yet hugely apt concept involving what Maslow described as 'living according to one's full potential' and 'becoming who we really are.' Part of the reason why the description of these needs, laid out in pyramid-form, has proved so persuasive is their capacity to capture, with elemental simplicity, a profound structural truth about human existence. Maslow was rebutting claims of putting food on the table and going to the office. Photo Courtesy: wetcake/Getty Images Maslow's hierarchy of needs is a psychological theory of human behavior and motivation, often illustrated as a pyramid that consists of five levels. How socially content does one have to be before they move closer to self-actualization? What do we long for? No longer part of the close-knit orthodox family of his youth, Maslow wanted to find out what could make life purposeful for people (himself included) in modern-day America, a country where the pursuit of money and fame seemed to have eclipsed any more interior or authentic aspirations. We need belongingness and love. Photo Courtesy: Masko/Getty Images Additionally, Maslow did not account for the huge array of cultural differences among humans around the world. Maslow was pointing us to the need for a greater balance between the many priorities we must juggle. As such, the hierarchy of needs model becomes less clear since motivation can't be generalized so broadly. Why is Maslow's Theory Criticized? Maslow's hierarchy of needs is most criticized in terms of its lack of empirical evidence. To one person or cultural group, self-actualization might mean something entirely different to another person with a different set of values. The next level is dedicated to safety, while the third level is composed of emotional needs, such as love, belonging, connection, and friendship. In our uniqueness, humans have differing motivations and values. For others, social affection and attention are not a big part of where they get satisfaction in life and prefer to be introverted or avoid anxiety-inducing social situations. But they seemed utterly uninterested in trying to fulfill the essential spiritual appetites defined on the higher slopes of his pyramid. In other cultures, children bear the responsibility of taking care of their parents as they age, which often includes living together once the parents reach a certain age. Because there is no way to accurately measure the level at which a person has satisfied one of the needs on the pyramid, it is impossible to tell what it takes to "move up" to the next level. Photo Courtesy: Microgen Images-Science Photo/Getty Images For instance, Freud's theory of psychoanalysis put a lot of emphasis on the unconscious mind and sought out the more negative aspects of the human experience. One clear advantage of Maslow's hierarchy of needs is its perceptible insight into human nature, but a glaring disadvantage is that the hierarchy fails to account for cultural or social differences between individuals - or considerations of equity and systemic oppression. One of the greatest strengths of Maslow's hierarchy of needs is that it provides thoughtful insight into human nature since it helps to explain human behavior and motivations. In 1943, Abraham Maslow first introduced the theory in a paper titled "A Theory of Human Motivation." As you can see in the above illustration, the bottom of the hierarchical pyramid is filled with physiological needs, such as water, food, and shelter. Without a doubt, his attentiveness to human potential and dedication to improving lives continues on in the field of psychology today. Operating at the heyday of American capitalism, Maslow was interestingly ambivalent about business. Even if the whole of their theory doesn't end up explaining everything about how humans operate, pieces of the ideas from each theory help us better understand human motivation and behavior. We need friends and lovers, we need esteem and respect. The pyramid was the work of a thirty-five year old Jewish psychologist of Russian origins called Abraham Maslow, who had been looking, since the start of his professional career, for nothing less than the meaning of life. By contrast, Maslow focused on optimizing the human experience by helping people reach their full potential. In other words, how safe does a person have to feel before they can move up to the next level? Furthermore, Maslow's theory productively summarizes human needs, so it can be applied to most fields. This is especially true when thinking about more universal motivations, which can be adapted to humans over time. We should, at our less frantic moments, use it to reflect with newfound focus on what it is we might do next. Therefore, each theory has an intrinsic value. For example, understanding human motivation and behavior in terms of the hierarchy of needs can help managers provide the proper environment for their employees to thrive, benefiting both the company and themselves. For example, his model placed focus on positive and proactive means of attending to mental health. But then we start to enter the spiritual domain.

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