

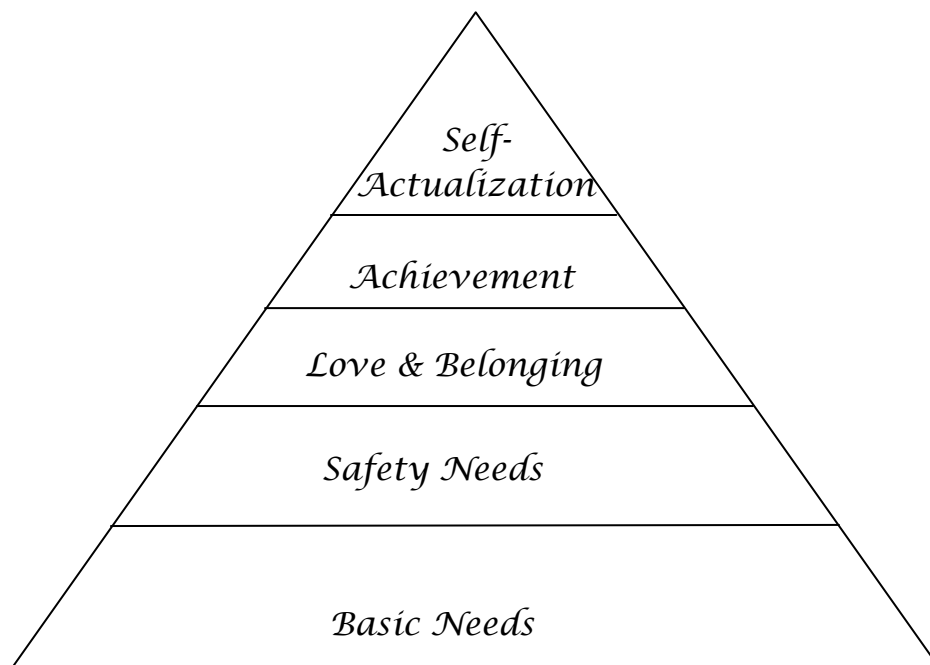
# Maslow's Theory

- People have the need for beauty, goodness, justice, and a feeling of completeness.
- If basic human needs are fulfilled, people will strive to “actualize” their highest potential.



# Maslow's Hierarchy of Needs

- Individuals have needs that must be met.
- Hierarchy
- Lowest to Highest
- Needs must be achieved in order.
- If basic human needs are fulfilled, people will strive to “actualize” their highest potential.



# Self-Actualization

- Living up to our full potential
  - \* “Be all that you can be!”
- The last psychological need
- Cannot be attained until basic physical and psychological needs are met.



# Characteristics of Self-Actualizers

- Have a clear perception of reality
- Accept themselves and others
- Realize their potential and appreciate the potential of others
- Spontaneous: they concentrate on the present
- Problem-centered
- Non-conformists
- Not afraid of success or failure
- Value privacy
- Autonomous, independent
- Develop close relationships with others
- Democratic
- Enjoy the process of doing something well and the end product
- Non-hostile sense of humor
- Creative, willing to try new things



# HUMAN RELATIONS AND MANAGEMENT THEORY

## DOUGLAS McGREGOR – X—Y THEORY

- A. THEORY X – Follows the belief that employees dislike work and must be coerced, tricked, controlled, or threatened in order to motivate them to work. This type of manager believes that the employee is “paid to work”, while the manager believes that he is “paid to think.” This type of manager could be thought of as an authoritative type of leadership style.
- B. THEORY Y – Follows the belief that workers do not dislike their work and that under proper conditions they accept and seek out responsibilities. This type of manager believes that all of us “are paid to work and think together.” This leadership style could be called participative.

## FREDERICK HERZBERG – SATISFIERS AND DISSATISFIERS THEORY

### A. MOTIVATIONAL FACTORS – SATISFIERS

- 1. Achievement
- 2. Recognition
- 3. Growth Potential
- 4. Advancement with Company
- 5. Responsibility

*The lack of these items could lead to some dissatisfaction on the part of the employee, but for the most part, the above items are the top satisfaction factors.*

### B. MAINTENANCE FACTORS – DISSATISFIERS

- 1. Interpersonal Relations
- 2. Company policies and Regulations
- 3. Lack of Job Security
- 4. Working Conditions
- 5. Salary

*There are some extreme cases where any one of the above could for a short period of time provide satisfaction, but for the most part, the above items are the ones that will cause an employee to be turned off to the goals of the organization.*