Maslow’s Hierarchy of Needs is a theory that ranks human needs.

**Self-Actualization (achieving one’s potential)**
- Achieve daily duties and advocate for the program and others.
- Provide customer service impact award/recognition.

**Esteem (feeling accomplished)**
- Recognize the hard work with data and facts about the program.
- Use honesty and communication to rally the team and encourage positive discussions.

**Love/Belonging (friends)**
- Cultivate an environment or culture of unity.
- Shift your mindset from “I have to” to “I get to.”

**Safety (security)**
- Implement Standard Operating Procedures (SOPs) that prioritize your staff’s safety.

**Physiological (food, water, and rest)**
- Provide relief and assistance to employees in need.

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**Culture of Unity Pillars**

- **Listen to employees**
- **Model expectations**
- **Develop relationships**
- **Address complaints**
- **Reward hard work**

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