

# ADDRESSING EMPLOYEES' NEEDS – DO YOU KNOW MASLOW?

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.



## Culture of Unity Pillars

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