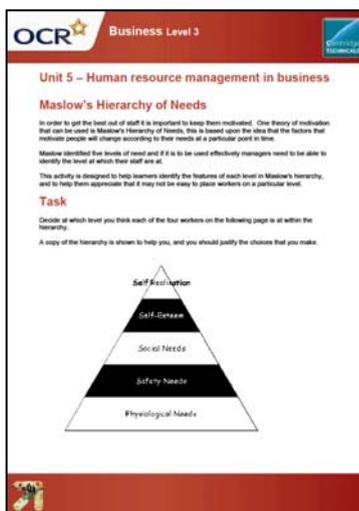


## Unit 5 – Human resource management in business

### Maslow's Hierarchy of Needs

#### *Instructions and answers for Teachers*

*These instructions should accompany the OCR resource Maslow's Hierarchy of Needs', which supports the OCR Level 3 Cambridge Technical Certificate in Business Unit 5 – Human resource management in business*



**Associated Files:**  
Maslow's Hierarchy of Needs

**Expected Duration:**  
Task approximately 10 minutes.

Further discussion can be undertaken as a group following task completion.

In order to get the best out of staff it is important to keep them motivated. One theory of motivation that can be used is Maslow's Hierarchy of Needs, this is based upon the idea that the factors that motivate people will change according to their needs at a particular point in time.

Maslow identified five levels of need and if it is to be used effectively, managers need to be able to identify the level that individuals are at in order to motivate them effectively.

This activity is designed to help learners identify the features of each level in Maslow's hierarchy, and to help them appreciate that it may not be easy to place individuals on a particular level.



## Task

Possible answers for the levels at which each person is at are outlined below along with reasons for the answer.

Anton		Cerys	
Anton is a successful musician who has played with a number of well known acts. He spends all of his time improving his skills, and writing new songs, but sometimes feels undervalued by the acts he has worked with. He is now determined to be successful in his own right.		After leaving school Cerys successfully completed an Apprenticeship in Business and Administration. Unfortunately the firm she worked for has now ceased trading, leaving Cerys looking for a new job.	
Point on hierarchy:	<b>Self-Esteem</b>	Point on hierarchy:	<b>Safety Needs</b>
Reason: <b>The fact that Anton sometimes feels undervalued would indicate that not all of his self-esteem needs have been met.</b>		Reason: <b>Cerys clearly has a need for employment which falls within safety needs. There is no indication that her physiological needs are not being met yet.</b>	
Charleen		Jack	
Charleen is a primary school teacher who loves her job. Whilst Charleen knows that she could earn more money in a different career, she feels that the rewards she gets from being part of the 'school family' more than makes up for the money she is missing out on.		Jack is a self-employed photographer, who is struggling to make ends meet. Most of his work is for weddings, and although he would prefer not to work on Saturdays, he finds that it is the only way to keep his business going.	
Point on hierarchy:	<b>Social Needs</b>	Point on hierarchy:	<b>Safety Needs</b>
Reason: <b>It could be argued that Charleen is at the social needs point, or indeed higher. However, not enough information is provided about her career aspirations, or indeed her esteem to be certain that she is higher up the hierarchy.</b>		Reason: <b>Although Jack clearly has employment it is not secure as he is struggling to keep it going, and not enjoying it.</b>	





*This activity offers an opportunity for English skills development.*

## LESSON *Elements*

**The building blocks you need to construct informative and engaging lessons**

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