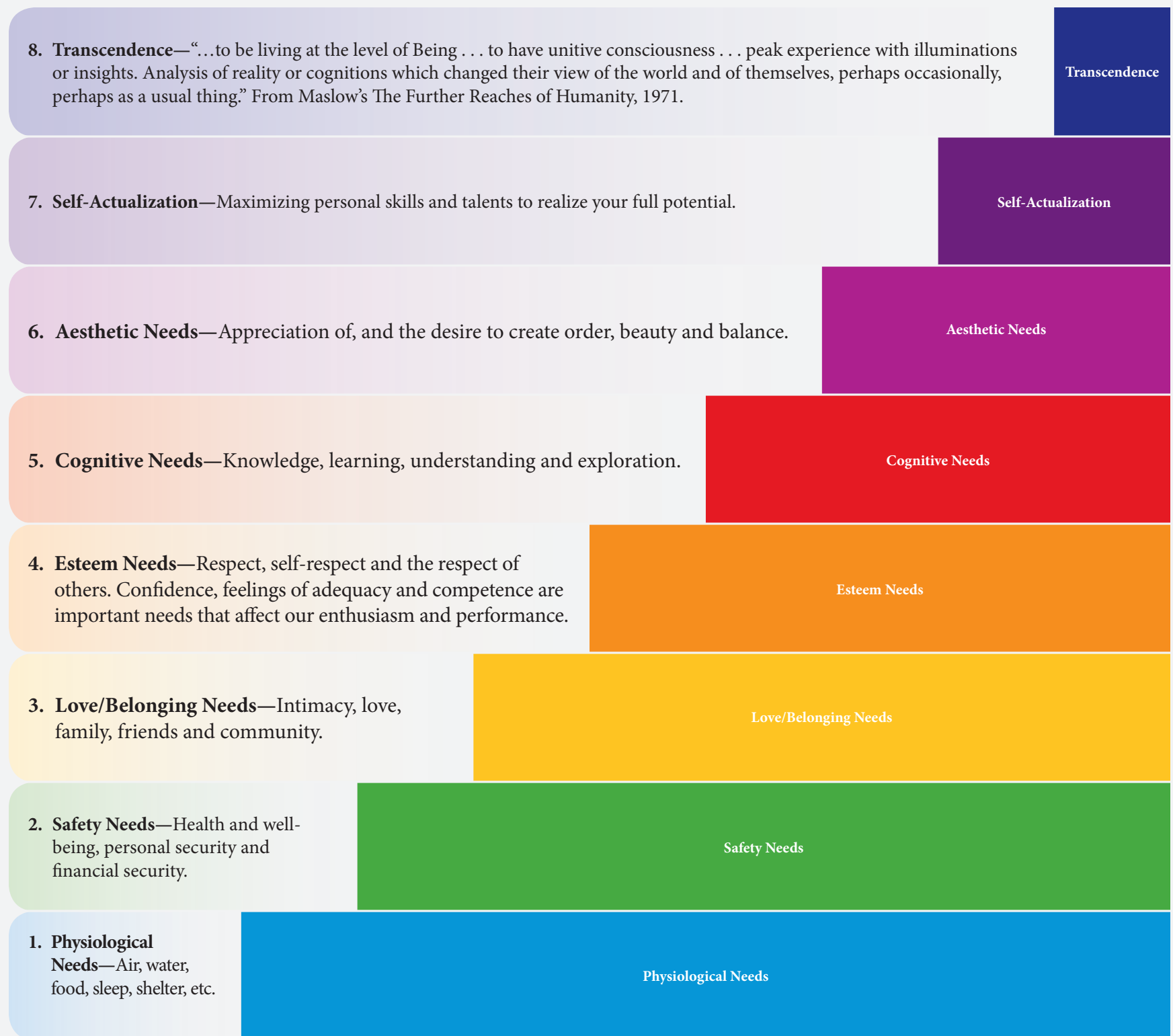


# Productivity and the Hierarchy of Needs



## Productivity rises as we progress through Maslow’s Hierarchy of Needs.

Use this chart to notice how your personal productivity—and that of your coworkers—is affected by large and small changes to these powerful human needs. The more basic the need that’s threatened, the greater affect it has on our productivity in the office.

Note: Abraham Maslow developed his original Hierarchy of Needs model for his paper *A Theory of Human Motivation* in 1943. In 1970, he broadened the Hierarchy to suggest eight key needs.