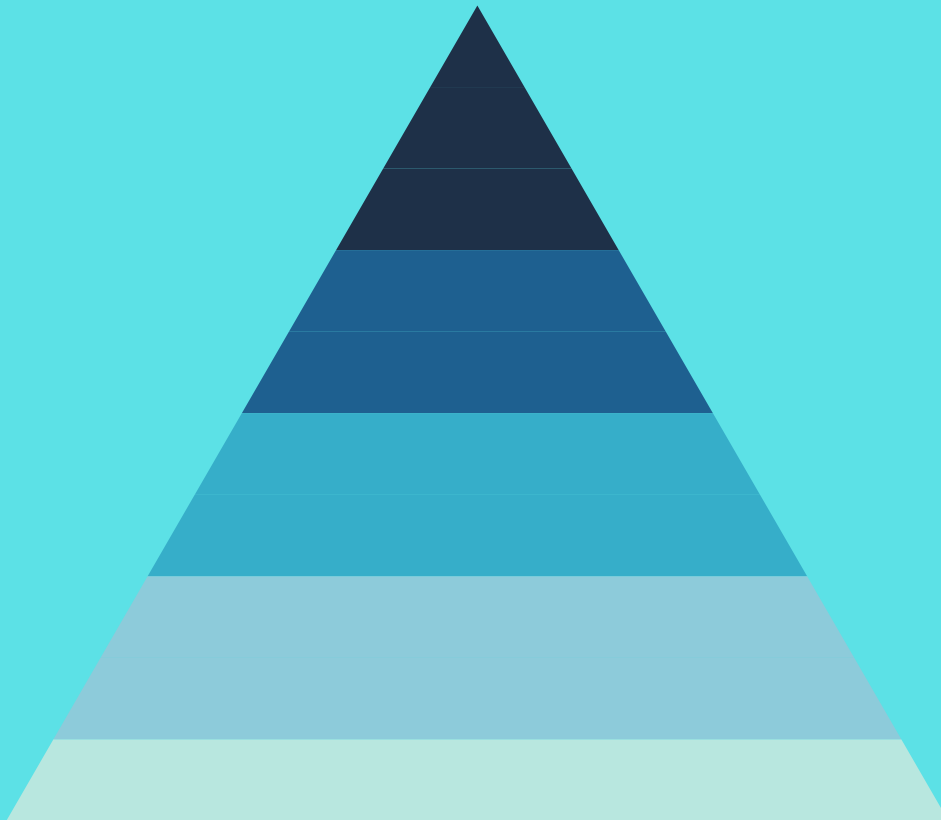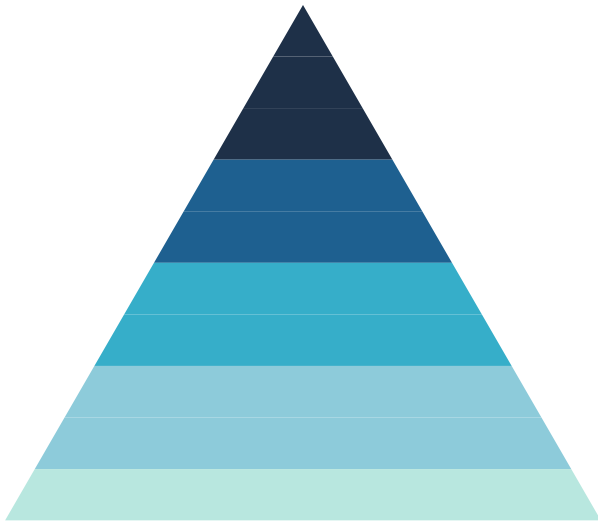# Hierarchy of Needs
A Prioritization Exercise

INTRODUCTION

The CoachedIt Hierarchy of Needs Prioritization Exercise was created to help individuals and organizations determine their needs and prioritize them in a meaningful, unbiased way.

BRIEF HISTORY

Maslow's Hierarchy of Needs was first introduced in 1943 by Abraham Maslow in his paper entitled "A Theory of Human Motivation" to explain behavioral motivation in humans, and the automatic order in which we make decisions and choose to address certain needs. The original theory as five basic categories of needs: physiological, safety, love & belonging, esteem, and self-actualization.

Hierarchy of Needs
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Physiological and Infrastructural Needs
These are the essential needs. Think: what is required in order to survive?

What needs do you or your organization have? Identify each and group them. Need help? See the examples on the next page to help you with your grouping.

Tip: it may be helpful to brainstorm your needs on a separate sheet of paper first, and group them second.

Safety Needs
These are the essential needs. Think: what is required in order to survive?
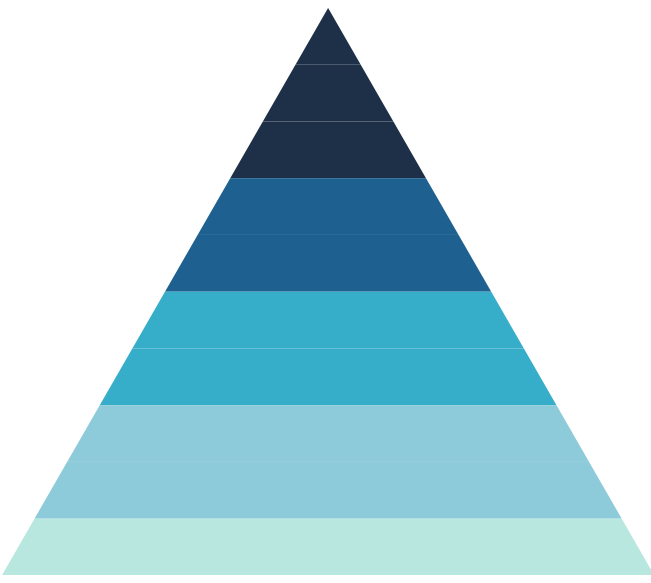
Social Needs
These needs are focused on meaningful and fulfilling interactions Think: what is required to feel a sense of belonging?

Esteem Needs
What is needed to feel respected by others and by oneself?

Actualization Needs
Actualization needs are about optimization and manifestation--what is required to reach one's full potential?

Hierarchy of Needs
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coached**it**

Physiological and Infrastructural Needs
These are the essential needs. Think: what is required in order to survive?

- Shelter
- Clean air
- Food and water
- Clothing
- Sleep
- Physical safety
- Non-threatening environment
- System security
- Cleanliness
- Health precautions

Use this sheet as a reference to identify what needs you or your organization have and to help you place those needs under the proper needs category.

Safety Needs
These are the essential needs. Think: what is required in order to survive?

- Stability
- Financial security
- Emotional wellness and security
- Safe and healthy home environment
- Safe and healthy working environment
- Job security
- Market security

Social Needs
These needs are focused on meaningful and fulfilling interactions Think: what is required to feel a sense of belonging?

- General sense of belonging
- Healthy relationships
- Intimacy
- Healthy work culture
- Market acceptance
- Successful networking relationships

Esteem Needs
What is needed to feel respected by others and by oneself?

- Status
- Recognition
- Prestige
- Independence
- Dignity
- Freedom

Actualization Needs
Actualization needs are about optimization and manifestation--what is required to reach one's full potential?

- Utilizing, developing, and refining skills, talents and abilities
- Continuing education
- Obtaining and enhancing skills
- Value-based decision making
- Pursuing goals

Hierarchy of Needs
A Prioritization Exercise

Actualization Needs

Esteem Needs

Social Needs

Safety Needs

Infrastructural Needs

Now that you understand what your needs are, we'll focus on prioritizing them.

In order to get to actualization at the top of the pyramid, one must first have their more basic needs met.

So, starting with your most basic physiological and infrastructural need, number and prioritize each of the needs you've identified using the space below.

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Hierarchy of Needs
A Prioritization Exercise

Now that you've prioritized your list of needs, it's time to execute. Map out a plan to address each need with the help of our SMART goals exercise, which will help you create a plan that's specific, measurable, achievable, relevant, and timely.
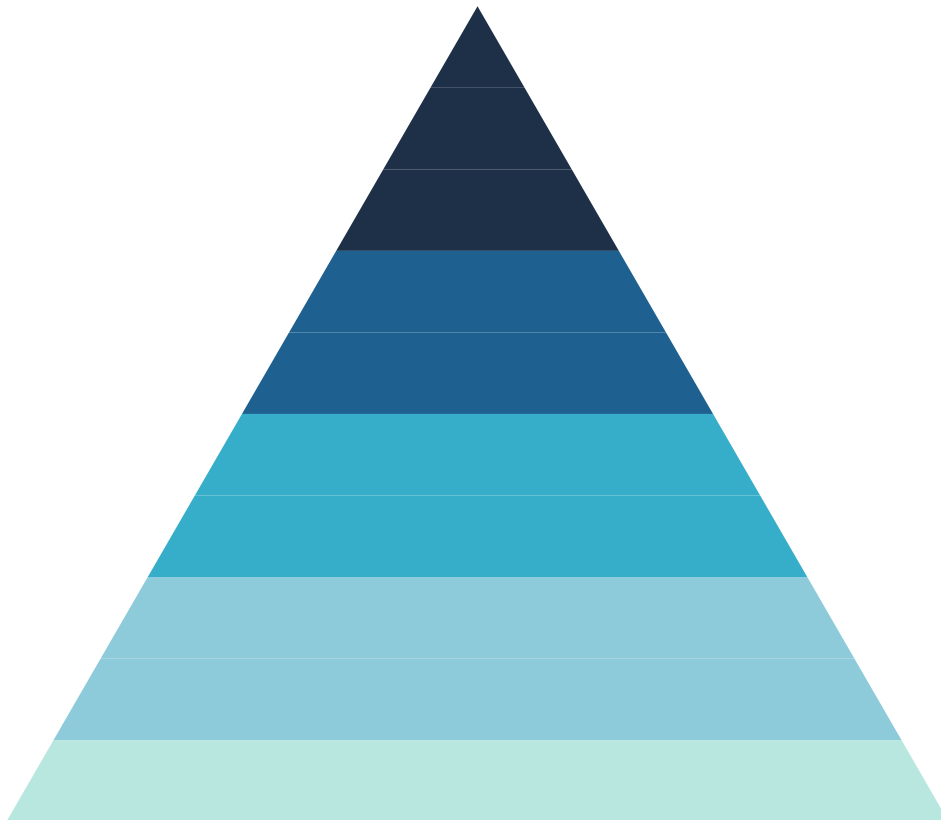
Congratulations! You have completed the Hierarchy of Needs Exercise. You should now have a good understanding of where you need to focus your immediate and long-term efforts so that you can not just survive, but thrive in all that you do.