

MASLOW'S HIERARCHY OF NEEDS

Abraham Maslow (1908-1970) - American psychologist and philosopher best known for his self-growth theory of psychology, which argues humans can only reach their best potential if a series of other needs are met (from lower to higher pursuit).

SELF-ACTUALIZATION

morality
purpose
creativity
potential

SELF-ESTEEM

respect
confidence
knowledge

LOVE/BELONGING

connection
family
friends
intimacy

SECURITY

employment
health
stability
savings

PHYSIOLOGICAL

sex
sleep
clothing
food
shelter
homeostasis

