Maslow's Hierarchy of Needs

Self-actualisation

Realisation of a person's potential, self-fulfilment, seeking personal growth and

Esteem

Esteem for oneself (dignity, achievement, mastery, independence) and the need to be accepted and valued by others (e.g., status,

Love and belonging

Friendship, intimacy, trust, and acceptance, receiving and giving affection and love. Affiliating, being part of a group (family, friends, work).

Safety

Protection from elements, security, order, law, stability, freedom from fear.

Physiological needs

Air, food, drink, shelter, clothing, warmth, sex, sleep.

The Bute Group
Tel: +44 (0)20 348 6734
email: getintouch@thebutegroup.com
Web: www.thebutegroup.com

©The Bute Group Ltd