

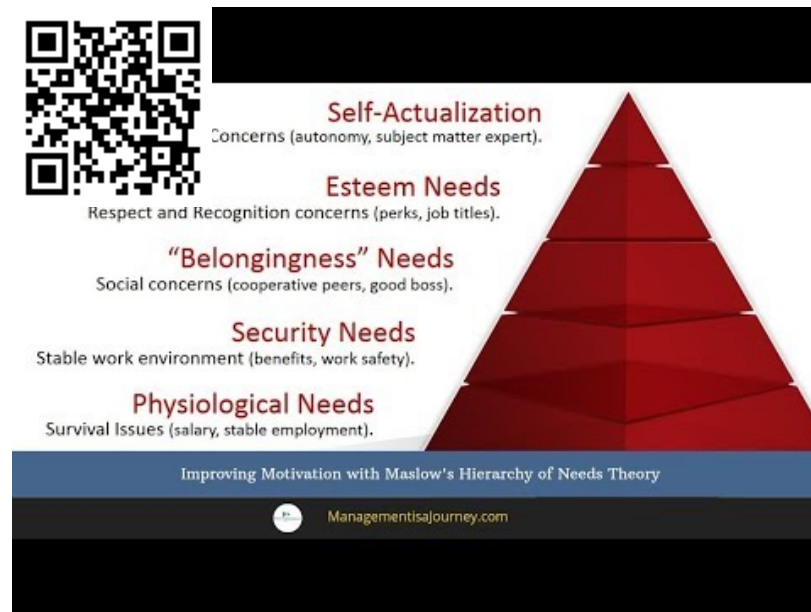
4.4: Maslow

Maslow's Hierarchy of Needs

Within your reading this week, you learned about Maslow's Hierarchy of Needs. This is likely a theory that you have heard about prior to this course, however, you may not have considered how the theory can be applied to workplace motivation.

First: Watch the following 5:14 video: [Improving Motivation with Maslow's Hierarchy of Needs Theory](#)

- As you watch the video, pay close attention to what employees are looking for within each level of the hierarchy.



Then: Watch the following 5:20 video: [Culinary & Hospitality Opportunities at Wegmans](#)

- After watching the video, consider the following:
 - Which aspects of Maslow's Hierarchy of Needs does Wegmans' approach appear to help satisfy?
 - Would you be surprised to learn that Wegmans has earned a place on Fortune's "Best Company to Work For" list every year since it began? Why or why not?
 - What did you hear in the video that would be most enticing to you if you were considering a position at Wegmans?
 - Consider how this would relate to Maslow's Hierarchy of Needs. Which need would you be looking to satisfy?



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