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HOW ARE WE GOING TO DO IT? USING MASLOW'S HIERARCHY OF NEEDS TO FIND THE RIGHT CANDIDATE

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INTRODUCTION



AGENDA

- Define Motivation
- Understand Maslow's Hierarchy of Needs
- Apply Maslow's Hierarchy of Needs to Recruit and retain the RIGHT Candidate for Your System

WHAT IS MOTIVATION

Motivation can be defined as internal and/or external factors that stimulate desire and energy in people to be continually interested and committed to do a job, role, or make an effort to attain a goal

THANK YOU, WEBSTER'S...BUT WHAT IS MOTIVATION? WHY DOES MOTIVATION MATTER

Motivated employees will lead to...

- Higher job satisfaction
- Reduced absenteeism
- Lower turnover rate
- Overall success for the organization
- Recruit / Attract top talent

ABRAHAM MASLOW



- Pioneer in Humanistic Psychology
- Emphasized the here and now
- Individuals are responsible for their own actions
- Ultimate goal is to self actualize to attain growth and understanding

MASLOW'S HIERARCHY OF NEEDS



MASLOW'S HIERARCHY OF NEEDS - PHYSIOLOGICAL NEEDS

Physiological Needs

- Basic needs for survival
 - **Food**
 - **Water**
 - **shelter, etc.**

MASLOW'S HIERARCHY OF NEEDS - SAFETY NEEDS

Safety Needs - As we move up to the second level of Maslow's hierarchy, the needs start to become a bit more complex

People want to Control and Order in their lives, so this leads to need like:

- Financial security
- Health and wellness
- Safety against accidents and injury
- Finding a Job
- Obtaining Health Insurance
- Building Savings



MASLOW'S HIERARCHY OF NEEDS - SOCIAL NEEDS

Social Needs – Includes such things as love, acceptance, and belonging. In addition, the need for emotional relationships.

Some of the things that satisfy this need include:

- Friendships
- Romantic attachments
- Family
- Social groups
- Community groups
- Churches and religious organizations

MASLOW'S HIERARCHY OF NEEDS - ESTEEM NEEDS

Esteem Needs - At the fourth level the need for appreciation and respect. Once the needs at the bottom three levels have been satisfied, the esteem needs begin to play a more prominent role in motivating behavior

- Important needs at this level:
 - Gain Respect and Appreciation for others
 - Need to accomplish things and have recognition for them
 - Sense of Value by others and feel they are making a contribution

MASLOW'S HIERARCHY OF NEEDS - SELF ACTUALIZATION

Self Actualization

- Self-actualizing people are self-aware, concerned with personal growth, less concerned with the opinions of others, and interested in fulfilling their potential
- "What a person can be, they must be," Maslow explained, referring to the need people have to achieve their full potential as human beings
- Such people seem to be fulfilling themselves



PHYSIOLOGICAL NEEDS FOR PHYSICIANS

What is the most pressing need for young physicians just graduating from residency?

- Securing employment (MONEY)
- Housing allowance
- Paid Meals plans in the hospital café

SAFETY NEEDS FOR PHYSICIANS

How do we stress and guarantee safety to the physicians we are recruiting?

- Physical safety
- Financial Security with Employment Contract
- Strong benefit package
 - Retirement plans (Financial Planner)
 - Personal insurance for their families
 - Sick Leave



SOCIAL NEEDS FOR PHYSICIANS

How do we promote social growth with our physicians?

- **Social needs**

- Allows the physician a work/life balance
- Promotes team unity with nurses and other staff
- Appropriate social working friendships
- Group Activities
- Helps to promote a sense of belonging
- Plug them into the community
 - School boards
 - Community leadership
 - PTA

ESTEEM NEEDS FOR PHYSICIANS

How do we build the esteem of our physicians?

- **Esteem needs**

- Responsibilities in the facility as a leader
- Positive reputations
- Respect from colleagues
- Recognition for career achievements
- Prestige in the community

SELF-ACTUALIZATION NEED FOR PHYSICIANS

Once an employee has reached this stage, you must understand the steps to keep them motivated and engaged in the workplace

How do we motivate these physicians?

- Offer additional vacations days
- Offer higher education
- Encourage personal hobbies
- Alternate schedule to allow more personal time
- Keep them Mission Orientated
- Research roles

SUMMARY

- Be aware of your employees' motivators
- Be adaptable to your employees' motivators
- Be willing to think outside the box and listen to your employee motivators

THANK YOU

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