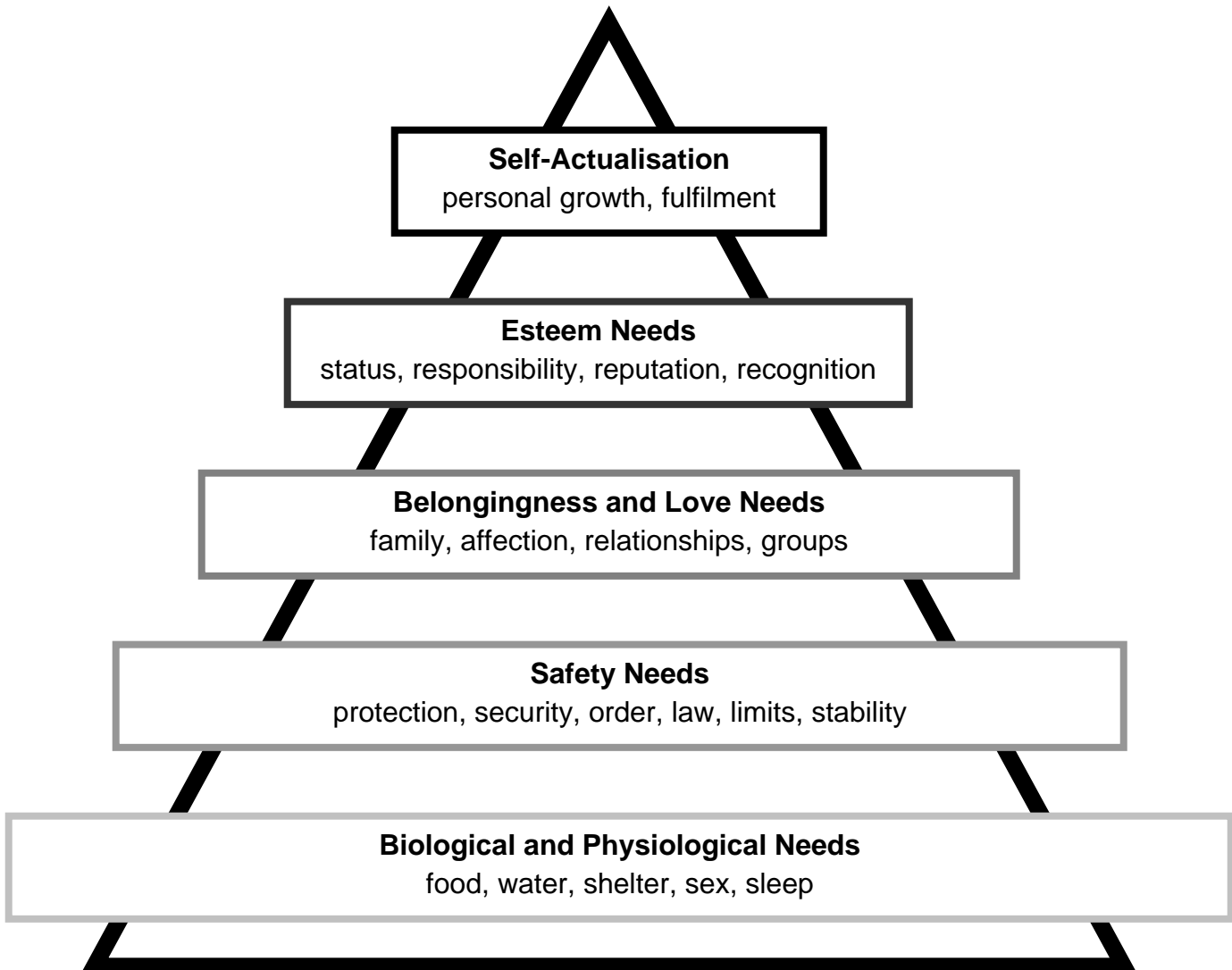


Maslow's Hierarchy of Needs ^[1]



Once a particular need level has been fulfilled, motivational influences should be directed to the next need level.

Example A: You can't motivate a starving person by offering them personal security.

Example B: You can't motivate a person with esteem needs by offering them food and water.