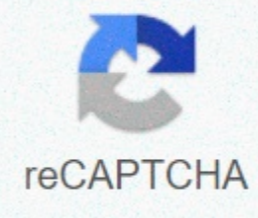




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Please refer to our privacy policy and user agreement for details. Clayton P. Alderfer's ERG theory from 1969 condenses Maslow's five human needs into three categories: Existence, Kinship and Growth. The existence of necessity includes all material and physiological desires (e.g. food, water, air, clothing, safety, physical love and affection). Maslow's first two levels. Related needs include social and external respect; relationships with important others such as family, friends, co-workers and employers . It also means being recognized and feeling safe as part of a group or family. Maslow's third and fourth levels. Growth needs internal respect and self-realization; these cause a person to have creative or productive effects on themselves and the environment (e.g. to progress towards one's ideal self). Maslow is fourth and fifth under. This includes a desire to be creative and productive and to perform meaningful tasks. Although the priority of these needs varies from person to person, Alberger's theory of ERG favors the specificity of categories. The existence needs are the most specific, and easiest to verify. The needs of the related needs are and finally, the needs of growth are the least specific in that their specific objectives depend on the uniqueness of each person. Relationships between Alderfer's ERG theory concepts There are three relationships between different categories in Alderfer's ERG theory: Satisfaction-progression The transition to a higher level of needs based on satisfied needs. With Maslow, satisfaction-progression plays an important role. Individuals move in the hierarchy of needs as a result of meeting the needs of the lower order. That may not be the case in Alderfer's ERG theory. Moving upwards from a kininess satisfaction to growth desires does not assume that a person's needs will be satisfied. Frustration-regression If a higher level of need remains unmet, a person may regress to a lower level of need that seem easier to satisfy. Frustration-regression suggests that an already satisfied need can become active when a higher need cannot be met. Thus, if a person is constantly frustrated in his/her attempts to satisfy growth, related needs may reappear as key motivators. Satisfaction strengthening Iteratively strengthening the current level of satisfied needs. Strengthening satisfaction suggests that an already satisfied need can maintain satisfaction or strengthen lower-level needs iteratively if it fails to meet high-level needs. The differences between ERG theory and Maslow model motivational theory ERG differ from Maslow's theory in three ways: The need for a lower level may not be pleased (i.e. a person can satisfy needs, whether the previous need has been met or not); If the need is not quite significant, the desire to meet a smaller need increases (i.e. frustration in meeting high needs could lead a person to return to a more specific category of need); Alderfer's ERG theory allows the order of needs to vary for different people (e.g. he represents a starving artist who can put the needs of growth above the needs of existence). Erg motivation theory of the working situation At the working level, that is, managers must recognize more of the current needs of their employees. In Alderfer's ERG model, focusing solely on one need at a time will not motivate your people. The principle of frustration and regression has an impact on motivation in the workplace. For example, if employees are not provided with growth opportunities, they can return to their needs and socialize more with their coworkers. If you can recognize these conditions early, steps can be taken to meet frustrated needs until the employee is able to continue growing again. Implications for financial incentives in Alderfer's ERG Model Financial incentives can meet the need for growth and recognition by others. As you can see, in this theory financial incentives can satisfy human needs only indirectly, through their perceived value and influence on other people. So while you can provide financial incentives if your people needs are not met, according to the theory of ERG Alderfer is your workers will not be motivated. For the first time ever, the practice meets theory in a brief report on how people get (de)motivated and what exactly you can do to get them back on track. For more information about employee motivation, the Classic Theory PowerPoint Template ebook contains two slides. First, we have Alderfer's ERG three-level theory. Second, we compare the ERG theory with the Maslow hierarchy. Like the same range of PowerPoint templates, you can also find Maslow's needs hierarchy, data mining, machine learning, cloud computing, artificial intelligence, and BlockChain PowerPoint templates. PowerPoint ERG Theory templates contain two slides. Frame 1, ERG theory for three levels. First, with the Alderfer theory is the existence of needs such as physiological needs and safety needs. Then human beings enter into a high level of needs, related needs such as social belonging and respect. Finally, finally, the final level of Alderfer theory is to achieve the need for growth, which is self-actualization. ERG theory Slide 2, Alderfer theory is associated with Maslow's hierarchy of needs. First, Alderfer categorized the needs of the lower order (physiological and safety) into the Category Existence. Then it fits Maslow's interpersonal love and respect needs into the category of kinship. Eventually, the growth category contained self-actualization and self-esteem needs. Detailed information about the ERG theory can be found on Wikipedia. Alderfer also proposed a regression theory that would be convex with classical theory. He said that if needs in a higher category are not met, then individuals redouble the effort invested in a lower category of need. For example, if self-actualization or self-esteem is not met then individuals will invest more effort in the category of kinship in the hope of achieving a higher need. ERG theory with maslow needs hierarchy Size: Type 71K: PPTX Aspect Ratio: Standard 4:3 Click on the blue button and download it. Download the 4:3 aspect ratio of the template: Widescreen 16:9 Click the green button to download it. 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