

Maslow's Hierarchy of Needs



McClelland

- **Need for Power & Control**
- **Need for Affiliation**
- **Need for Achievement**

The Two Most Important Factors in Your Job?

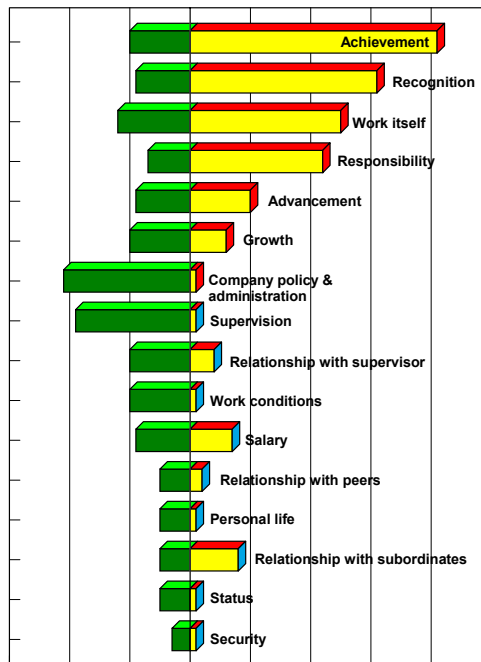
	Young white collar professionals	All other workers
• Money	2	40
• Independence	40	35
• gratifying work	50	32
• Liking co-workers	14	25
• Pleasant environment	11	25
• contribution to public good	33	15
• important career step	10	15
• don't know / no answer	3	3

Research sample: A large UK-based charity, 2002



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Factors on the job that led to extreme dissatisfaction



Factors on the job that led to extreme satisfaction

Frederick Hertzberg



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Expectancy Theory

