TERM PAPER

Abstract
The selected real world issue that organizations must deal with to be successful is employee motivation. Employee motivation is a sensitive issue, which organizations must address on a regular basis to ensure that they remain effective and efficient. A decline in motivation would automatically affect the performance of the company leading to a decline in sales. Maslow’s hierarchy of needs theory is relevant in understanding and addressing employee motivation effectively. This paper suggests that organizations should embrace Maslow’s hierarchy of needs theory in order to evaluate the areas of employee motivation and ensure that the company solves issues before they negatively impact on the worker's performance. The findings of the paper indicate that Maslow’s hierarchy of needs theory is efficient in understanding and solving issues related to employee motivation within the organization.

Introduction
Many businesses in the worldwide market have been struggling with the issue of employee motivation. In some instances, organizations have faced challenges in terms of improving the employees' motivation effectively. However, companies must address the employee motivation to be successful. The reason for increased attention to motivation is mainly because employees accomplish the work responsibilities that result in the achievement of the established organizational objectives. Therefore, businesses could adopt Maslow’s hierarchy of needs theory
to understand better and improve the employee motivation. The theory is effective in application to the employee motivation concept because it focuses on various categories of human needs including physiological needs, safety needs, social needs, esteem needs, and self-actualization needs.

The paper explicates how Maslow’s hierarchy of needs theory could be applied in the understanding of employee motivation and solution of the related issues. The undertaken exploration is supported by ten peer-reviewed articles written by different researchers.

The Usefulness of Maslow’s Hierarchy of Needs Theory in Understanding and Solving the Issue of Employee Motivation

Maslow’s hierarchy of needs theory is applicable in understanding the issue of employee motivation within the organization because it defines a proper outline of human needs and the process through which they are satisfied to achieve the required level of satisfaction. It is worth noting that the theory provides a clear outline of the different categories of human needs that organizations needs to understand in order to motivate employees (Kaur 1062). For instance, the needs are clearly differentiated into physiological needs, safety needs, social needs, esteem needs, and self-actualization needs. The aforementioned method of arrangement would give organizations a better chance of understanding the fundamental needs that need to be addressed to achieve the required level of employee motivation (Kroth 19). Through application of the theory, the organization would have a better chance of considering the areas that have not been addressed in contributing toward employee motivation. The different categories of needs stated in Maslow’s hierarchy of needs theory would simplify the overall process of identifying the most urgent needs that should be addressed for the business to be successful. The theory provides a systematic approach to
the assessment of the diverse needs of employees through the precise categories of the key needs that should be addressed before moving forward (Nader 7). Therefore, Maslow’s hierarchy of needs theory is effective for solving the issue of employee motivation because it offers categories that organizations have to fulfill appropriately in order to achieve success.

Additionally, Maslow’s hierarchy of needs theory is useful in addressing employee motivation because it allows organizations to understand the significance of teams in the achievement of the desired success (Mousavi and Dargahi 518). It is worth acknowledging that the theory focuses on social needs that contribute to the significance of teams within the organization. Employees would always want to have a sense of belonging and love, which could be achieved through teamwork in the company. Moreover, the theory is applicable to employee motivation assessment because it gives organizations the opportunity to create teams easily; hence motivating employees to work toward the realization of the set goals in the organization (Lambert 6). Companies, which do not apply Maslow’s theory, may face challenges in understanding the contribution of teams and social groups to the performance of employees. The theory creates the opportunity for organizations to learn the significant ways of designing teams and ensure that all employees belong to a team where they find love and appreciation. Therefore, Maslow’s hierarchy of needs theory gives leaders the opportunity to design teams that motivate employees and facilitate their performance.

In addition, the theory is useful in the addressing the issue of employee motivation because acknowledges the diverse types of security that employees need in order to work effectively (O’Connor and Yballe 14). The understanding of security needs brings out a clear view that organizations should address personal security, financial security, and job security to ensure that employees are focused on the achievement of the set objectives. Maslow’s hierarchy of needs theory is a solution to this issue because it gives managers a better opportunity to consult their
workers on the different types of compensation arrangements. Therefore, managers are able to create the effective compensation plans that are likely to motivate (Rynes, Gerhart and Minette 385). In fact, the theory is useful for understanding employee motivation because it emphasizes the need for personal and job security of the employees. Consequently, managers are able to assure their human capital has job security, which gives them the reason to work hard toward the achievement of organizational goals that translate to success. Thus, Maslow’s hierarchy of needs theory is applicable in business because of identification of the securities that need to be satisfied to achieve employee motivation.

Lastly, Maslow's hierarchy of needs theory is useful in solving the issue of employee motivation because it enables organizational leaders understand how to manage change, do employee training, and realize their full potential (Zalenski and Raspa 1123). Maslow’s hierarchy of needs theory is a relevant framework that gives organizational leaders the opportunity to understand effective strategies of introducing change in a manner that protects the dignity of employees hence enhances their self-esteem. Esteem needs are satisfied through respect and the employee development through training (Venter 67). The needs theory enables leaders within organizations to utilize respectful leadership styles that ensure employees are included and motivated. It also ensures that workforce is actively involved in the decision-making process as a sign of respect and the enhancement of their dignity. In line with the need understanding, companies are able to realize full potential of the employees; hence ensuring that the desired success in the organization is achieved in the best manner possible (Drakopoulos and Grimani 13). Maslow's hierarchy of needs theory is effective in the subject of employee motivation because it enables leaders to understand the best ways of introducing change and training employees toward the realization of organizational success.
Conclusion

In conclusion, organizations must address the issue of employee motivation to be successful in their activities. The failure to motivate workers affects operations and success of the organization. Maslow's hierarchy of needs theory assists organizations in understanding motivation and solving the related issues. The theory provides different categories of human needs that should be addressed by the organization to improve employee motivation. Moreover, it requires organizations to satisfy these needs in a particular order starting from physiological needs to the self-actualization needs found at the apex of the pyramid. Moreover, it is effective in increasing employee motivation because it enables organizations to understand the significance of teams, which contribute to workers motivation and satisfaction. Additionally, the theory is practical due to the fact that it points out the different securities that need to be addressed to motivate employees. Lastly, Maslow's need pyramid causes organizational leaders to introduce change and training activities in an effective manner that recognizes the esteem of employees.
Works Cited


