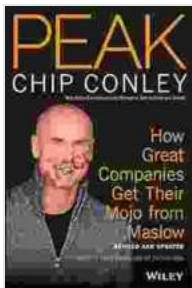


Unlocking the Power of Maslow: How Great Companies Create Extraordinary Environments for Success

Every successful company has a unique "mojo" that sets it apart from the competition. This elusive quality often cannot be easily defined but is evident in every aspect of the organization, from its culture to its products and services. In his groundbreaking book, "How Great Companies Get Their Mojo From Maslow Revised and Updated," author David Barrett explores the essential ingredients that give companies their competitive edge and how these elements align with the principles of Maslow's Hierarchy of Needs.



PEAK: How Great Companies Get Their Mojo from Maslow Revised and Updated by Chip Conley

★★★★☆ 4.7 out of 5

Language : English
File size : 4876 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 303 pages
Lending : Enabled



Maslow's Hierarchy of Needs: A Foundation for Success

Maslow's Hierarchy of Needs is a psychological theory that proposes that human beings have a set of innate needs that must be met in Free Download to achieve their full potential. These needs are arranged in a hierarchy, with basic physiological needs at the bottom and self-actualization needs at the top. Barrett argues that Maslow's hierarchy can be adapted to the corporate world, providing a framework for creating workplaces that meet the needs of employees and foster their growth and productivity.

The 5 Levels of the Corporate Hierarchy of Needs

According to Barrett, the five levels of the corporate hierarchy of needs are as follows:

1. **Basic needs:** These are the most basic needs that must be met in Free Download for employees to feel secure and comfortable in the workplace. They include things like adequate compensation, benefits, and a safe and healthy work environment.
2. **Security needs:** Once basic needs are met, employees begin to focus on security and stability. They want to know that they have job security and that their company is financially sound.
3. **Social needs:** Humans are social creatures, and this need also extends to the workplace. Employees want to feel connected to their colleagues and feel like they are part of a team.
4. **Esteem needs:** Employees need to feel valued and respected for their work. They want to know that their contributions are appreciated and that they are making a difference.

5. **Self-actualization needs:** This is the highest level of the hierarchy and refers to the need for employees to achieve their full potential. They want to have opportunities for growth and development and feel like they are making a meaningful contribution to their company and the world.

How to Create a Mojo-Filled Workplace

Barrett argues that companies can create a mojo-filled workplace by meeting the needs of employees at all five levels of the hierarchy. This means creating a culture that is:

- **Supportive:** Employees need to feel supported and cared for by their company. This means providing them with the resources and training they need to succeed and creating a work environment that is safe, healthy, and comfortable.
- **Secure:** Employees need to feel secure in their jobs and in the future of their company. This means providing them with job security, competitive compensation and benefits, and a sound financial foundation.
- **Collaborative:** Employees need to feel connected to their colleagues and feel like they are part of a team. This means creating opportunities for employees to interact with each other both socially and professionally and fostering a sense of community within the workplace.
- **Empowering:** Employees need to feel valued and respected for their work. This means giving them the autonomy to make decisions and the opportunities to grow and develop their skills.

- **Purposeful:** Employees need to feel like they are making a meaningful contribution to their company and the world. This means giving them a sense of purpose and connecting their work to a larger mission.

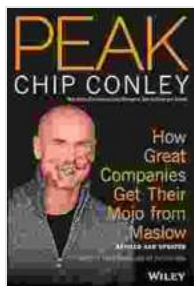
Case Studies: Companies That Get It Right

Barrett includes several case studies in his book of companies that have successfully created mojo-filled workplaces. These companies include:

- **Google:** Google is known for its innovative culture and its commitment to employee well-being. The company provides its employees with a wide range of benefits, including free food and drinks, on-site gyms, and childcare. Google also encourages its employees to take risks and be creative.
- **Salesforce:** Salesforce is another company that has created a mojo-filled workplace. The company focuses on employee happiness and provides its employees with a variety of benefits, including unlimited vacation time, sabbaticals, and tuition reimbursement. Salesforce also has a strong commitment to giving back to the community.
- **Zappos:** Zappos is known for its customer-centric culture and its focus on employee happiness. The company provides its employees with a variety of benefits, including a generous employee discount, a fun and relaxed work environment, and a strong commitment to training and development.

"How Great Companies Get Their Mojo From Maslow Revised and Updated" is a must-read for anyone who is interested in creating a more successful and fulfilling workplace. Barrett's insights into the power of

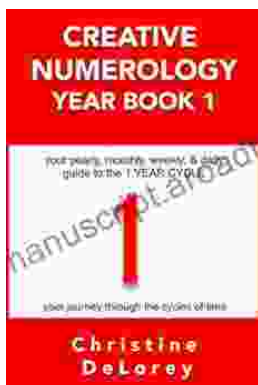
Maslow's Hierarchy of Needs provide a valuable framework for building organizations that meet the needs of employees at all levels and foster their growth and productivity. By creating mojo-filled workplaces, companies can attract and retain top talent, increase employee engagement, and achieve lasting success.



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