Maslow's

Hierarchy of Needs

(as applied to the world of COVID-19)

Empowerment, ownership, connecting and contributing to the mission, greater good, service to others, being creative and innovative.

Self-fulfillment Needs
SELF-ACTUALIZATION

Potential Responses & Solutions

Providing opportunities for input, creativity, innovation, expression. Ensuring individuals are working at the highest potential, skill levels possible during redeployment/alternate work options.

Recognition and reward for being on the front lines, sense of commitment to mission, using skills and abilities at higher levels.

ESTEEM: INDIVIDUAL CONTRIBUTION Sharing stories about contribution, leadership feedback, providing opportunities for service/connections, repurposed Laura's Corner content.

Social connection, healthy teams, relationships, feedback.

BELONGING: TEAM CAMARADERIE Virtual huddles/rounding, tools for social interaction (Skype, Zoom, LinkedIn groups), leadership resources promoting effective virtual communications/meetings.

Job security and stable paychecks, job flexibility, trust in organizational and team strategies/plans.

SECURITY & STABILITY

Furlough pay, adequate PPE, safe childcare options, redeployment/labor pool options, clear and transparent leadership communications, Extranet, EAP, emergency resource guides.

Adequate rest, safe and sanitized home environment/workspace, basic resources to do job.

PHYSIOLOGICAL - FOUNDATIONAL NEEDS

Technology to work from home, rejuvenation rooms, EAP, emergency resource guides.