

Alain's hierarchy of professional needs

SENSE OF FAIRNESS

Individuals require a sense that they will be treated fairly and equally based on their performance.

SENSE OF CONTRIBUTION

Individuals like to contribute even if the smallest of manner so they feel useful and part something.

PROFICIENT AND COMPETENT

Individuals need to feel competent or proficient. It makes them feel valued, important and in control.

SENSE OF PURPOSE/ACHIEVEMENT

Individuals need to find purpose and get a deep feeling of happiness from working towards achieving their purpose.

VALUED

Employees and leaders alike for maximum productivity and employee retention.

CARING AND CARED FOR

Individuals want to feel listened to and cared for. Most will also feel the need to "pay it forward".

SENSE OF CONTROL

Individuals require a sense of control and choice regarding their professional career.

RESPECTED

Respect is the most important value in any organisation for stability, sense of safety and employee retention.

SAFETY AND SECURITY

Individuals need to feel safe and secured in the work environment in order to be productive.