Abraham Maslow A Great Psychologist

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**Background**

Abraham Maslow (1908 – 1970) was a very famous clinical psychologist and he belongs to Brooklyn, New York. He grew up with in a family of seven children and his parents who were Russian in origin. He married Bertha Goodman, his cousin (Cherry, 2019). His career started in 1937, from Brooklyn College. He later moved to Wisconsin to study in the University of Wisconsin. His interest in the field of Psychology emerged from this institute and he found a mentor Harry Harlow who became his advisor for his doctoral program. In 1930 he got his bachelor’s degree, 1931 was the year when had Master’s degree and in 1934 he had his doctoral degree from the University of Wisconsin (Cherry, 2019).

Abraham Maslow had done specialization in humanistic psychology and presented a famous theory on the Hierarchy of Needs and the model is called Maslow’s pyramid (McLeod, 2007).

**Theory on Hierarchy of Needs**

Maslow was always curious to know what motivates people. He used to believe that everyone has an individual system of motivation and that is not related to rewards or desires. In 1943 he said that the ways to motivate people is to make them achieve what they need the more. So one need is achieved another arises. Maslow Hierarchy of needs, (1943 and 1954) includes five needs that are motivation and he had displayed them in the form of a pyramid. The model has been divided into deficiency needs or basic needs or that includes security, esteem, love and physiological needs and some growth needs that includes needs for self-actualization. He put self-actualization at the top and if a person is able to fulfill his/her basic needs then he/she can have self-actualization (McLeod, 2007).

**Application of the Theory on the Hierarchy of Needs.**

Abraham Maslow changed psychology in the 20th century when he presented his theory of needs and founded Humanistic psychology. This theory and his humanistic movement are his greatest contribution to psychology. His theory discusses Physiological, social safety, esteem, and self-actualization needs and currently employed motivational techniques are find out using Maslow pyramids that explains his theory. The employee who are having motivational issues, their lower level motivational needs are full filled first and thus they get self-actualization. This project is a great tool for the project manager to use in order to motivate his/her employees (Smith, 2017).

**References**

Cherry, K. (2019). *Biography of Abraham Maslow (1908-1970)*.

McLeod, S. (2007). *Maslow’s hierarchy of needs. Simply psychology,*

Smith, M. B. (2017). *Values, self and society: Toward a humanist social psychology*. Routledge.