Coaching for Self-Actualization
Applying Maslow’s Hierarchy of Needs to the COVID Era

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Humanizing Leadership, Organizations

- Conscious Organizations
- Triple Bottom Line, Stakeholders Focused
- Great Workplaces
- Whole-Person Learning
- Transformative Learning
- Human Centered Design

- Profit-Driven
- Disengaged
- Culture of Burnout
- Shareholder Focused
- Oppressed
- Mental Health Issues
Maslow’s Hierarchy of Needs

- **Physiological needs:** food, water, warmth, rest
- **Safety needs:** security, safety
- **Belongingness and love needs:** intimate relationships, friends
- **Esteem needs:** prestige and feeling of accomplishment
- **Self-actualization:** achieving one’s full potential, including creative activities

Self-fulfillment needs

Psychological needs

Basic needs
Dynamics Needs Analysis (DNA)
D-Needs & B-Needs
D-Needs & B-Needs

Above the line: Conscious
B-Realm: Growth Needs.
Motivated by B-Values, B-Cognition, B-Love

Below the line: Less Conscious
D-Realm: Deficiency Needs
Self-Actualization

• The movement towards psychological health
• The full development of the whole person
• Self-actualization is a process towards reaching our best-selves or wise-selves; it’s a growth in awareness and understanding around who you are and what motivates you.

Related Theories

• Rogers – Fully Functioning Person
• Jung – Individuated Person
• Max Neff – Satisfiers (Endogenous / Exogenous)
Self-Actualized People

- Spontaneous
- Creative: *Self*-acceptance, presence, courageous
- Selfless
- Altruistic

- From Maslow’s "Farther Reaches of Human Nature"
  - Transcendence, the “new” top of the hierarchy of needs that Maslow proposed above self-actualization
Characteristics of Self-Actualization Scale

- Appreciation
- Acceptance
- Authenticity
- Equanimity
- Purpose
- Efficient Perception of Reality
- Humanitarianism
- Peak Experiences
- Good Moral Intuition
- Creative Spirit

Image from newayscentre.com
Wheels

Image from coachme.global
Coaching for Self-Actualization is a Developmental Coaching Approach

"If you want to go higher, you must go deeper" (Bob Anderson)

We know our commitments by our results” (Jim Dethmer)

“The advance level is mastery of the basics” (Ray Mancini)
Coaching for Self-Actualization

- **Explore:** Identify the context and the need.

- **Horizontal Development:**
  - Work towards satisfying the need
  - Explore other needs at this level to build synergy on

- **Vertical Development:**
  - Explore higher needs & values
Principles of Maslowian Coaching

• **Belief in human potential**: human beings can be more than they think they are.
• **Actualization of potential**: life is a journey, a learning and growth process.
• **Exploring our full humanness**: Building awareness on human needs and psychological mindedness, learning about ourselves as multidimensional beings.
• **Context and culture**: Understanding impact of context and culture; how society and organizations impact our progression in life and how this effects our needs.
• **Transcendence**: Serving and helping.
Vertical Questions: Coaching for Self-Actualization

This is a summary of Scott Barry Kaufman’s (2018) research on characteristics of self-actualization scale. Kaufman empirically validated Maslow’s proposed 17 characteristics of self-actualization. 90 statements in 17 categories were statistically reduced to 30 statements under 10 categories as follows:

1. Appreciation: Appreciation of the good and beauty in self, others and situations.
3. Authenticity: Autonomy and Resistance to Enculturation were combined to form Authenticity.
4. Equanimity: Awareness and self-management of reactions
5. Purpose: Being aware of and driven by a purpose
6. Efficient perception of reality
7. Humanitarianism: Willingness to serve and protect human beings
8. Peak Experiences: Heightened states of awareness
9. Good moral intuition
10. Creative Spirit: Spontaneity and Creativeness were combined to form Creative Spirit
Project Dialogue

A Global Dialogue: Re-defining Maslow’s Hierarchy of Needs for 21st Century Organizations
How does Maslow’s hierarchy of needs relate to Employee Experience & Organizational Culture?
21st Century Hierarchy of Needs

View our research findings as presented during the webinar here:

Project Dialogue - Maslow Centre for Executive Leadership (maslowleadership.com)
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