

**Department of Preparatory Training**

**Level: 1st Year**

**Module: Human Engineering**

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## **Course 4: The humanistic approach**

### **Course outline**

Introduction

- 1- What is Maslow pyramid?
- 2- The components of Maslow pyramid
- 3- Maslow Model Reviews
- 4- Enterprise and humanistic thought

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**Academic year: 2025-2026**

## Introduction

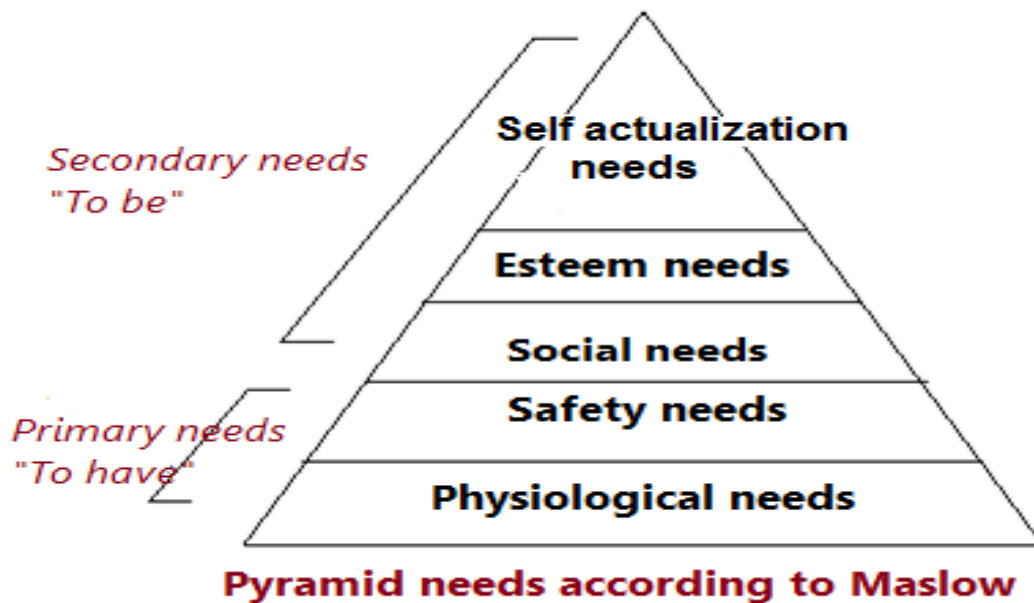
The humanistic approach is a current of psychology based on a positive vision of the human being. It is also a model of psychotherapy that relies on the innate tendency of the person to want to achieve himself, that is, to mobilize the forces of psychological growth and to develop his potential.

Abraham Maslow (as a great representative of the humanistic approach) focuses on the analysis of human needs to better understand what he seeks through his professional activity. He formulates the guiding idea that human behavior at work is all the more cooperative and productive that it finds in the organization an opportunity for self-actualization and personal fulfillment. He invented the concept of the hierarchy of needs, from the most elementary to the most complex, to define the origins of human motivation.

### 1- What is Maslow pyramid?

The pyramid of needs is a theory developed from the observations made in the 1940s by psychologist Abraham Maslow on motivation. (Maslow's motivational theory article, A Theory of Human Motivation, was published in 1943. This pyramid consists of five levels. According to this theory, we first seek to satisfy the needs located at the lower levels before thinking of the needs located at the higher levels of the pyramid.

### 2- The components of Maslow pyramid



The observation of the preceding diagram clearly indicates that Maslow distinguishes five categories of hierarchical needs:

- **Physiological needs:** They form the base of the pyramid and correspond to the needs necessary for the survival of the individual, such as food, water, sleep...

- **Safety needs:** This is to take into account the preservation of the physical, psychological, social and relational integrity of an individual. For example, we find the satisfaction of this need in the possibility of housing, of having a job, of feeling stable at the professional level, through an insurance and social welfare system, and in addition the stability at the family level.

- **Social or belonging needs:** can be met by all relationships with different people in working groups.

It is the need for communication and expression, belonging to a group and integration into the social link.

- **Esteem needs:** Need to be respected and respect others. Need to be busy to be recognized, have a rewarding activity in the field of work. In particular, it is the need to value oneself (in one's own eyes and in the eyes of others) through an occupation.

- **Self actualization needs or accomplishment:** Self- actualization needs is the affirmation of one's individuality (personal growth and fulfilment), the very personal touch or what identifies the individual in a "unique" way within others. Need to continue some learning and know new techniques.

Maslow's central hypothesis is that the pyramid of needs must be met in vertical order and in an ascending manner. It is therefore only possible to satisfy a higher level need when the lower level needs are sufficiently satisfied.

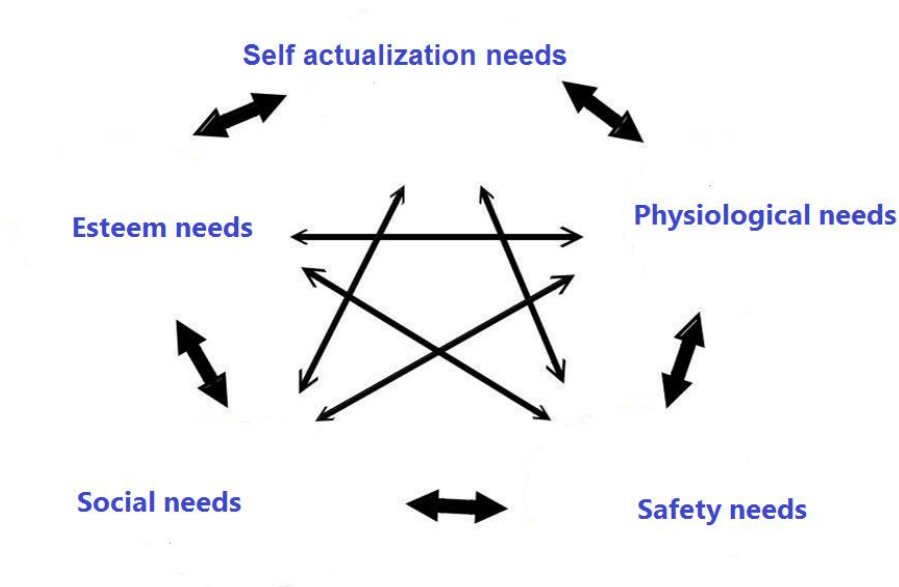
This work is opposed to Taylor's ideas, which considered only the first two levels of need. Indeed, Maslow identifies deeper social needs and motivations at work such as identity, recognition, consideration or self-actualization. His theory focuses on understanding and detecting what motivates people at work.

### **3- Maslow Model reviews**

The limits of Maslow pyramid, are rather at the level of its hierarchical construction. According to this model, the transition from a lower level to a higher level can only be achieved if the needs of the former are met.

It would therefore be more appropriate to consider these needs as interconnected with each other with a rather circular dynamic, rather than on a hierarchical and priority model.

What would look like this kind of scheme :



#### **4- The enterprise and humanistic thought**

To be a humanist is to look at the person as an end, never as a means. In enterprise, adopting a humanistic ethic means respecting and developing human capital. Considering the person as a subject of his own fulfillment rather than a simple object of production, is the basis of a sustainable human development of the enterprise. In practice, it is to raise the job of manager to the rank of developer of men at all levels of the organization.

#### **Conclusion**

The humanistic approach sees the human as an individual who builds himself according to his personal perceptions of the world and who always tends towards a greater actualization.

This approach considers that individuals are motivated by obtaining personal and social well-being, by the recognition and satisfaction of work well done. Theorists of this approach insist on democratic management, task enrichment and the creation of working conditions conducive to creativity.