

ABRAHAM MASLOW'S HIERARCHY OF NEEDS



People have needs that build from the basic to the highest level.
When a need is met, we can focus on the next.

As needs
are met,
we rise.



5

SELF-ACTUALIZATION

Reaching your
full potential



The need to become the best version of
ourselves and fulfill our potential.



Purpose



Personal growth



Morality



Creativity

In Social Work: Empower clients to discover their
strengths, make choices, and create a meaningful life.

4

ESTEEM NEEDS

Respect, confidence,
and achievement



The need for respect, recognition,
and a sense of accomplishment.



Self-esteem



Recognition



Achievement



Confidence

In Social Work: Recognize progress, celebrate strengths,
and build self-worth.

3

LOVE AND BELONGINGNESS NEEDS

Love, friendship,
and acceptance



The need for connection, relationships,
and a sense of belonging.



Family



Friendship



Intimacy



Community

In Social Work: Foster supportive relationships and
link clients to their family and community.

2

SAFETY NEEDS

Protection and
security



The need for safety, stability,
and protection from harm.



Security



Stability



Health



Resources

In Social Work: Ensure safety, access to resources,
and protection from danger or abuse.

1

PHYSIOLOGICAL NEEDS

Basic survival needs



The basic needs for survival.
Without these, life is at risk.



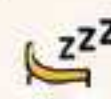
Food



Water



Shelter



Sleep



Air

In Social Work: Address immediate needs first.
No one can grow if survival is at risk.

EASY MNEMONIC

Please Stop Loving Everyone
So You Can Love Yourself.

P

Physiological

S

Safety

L

Love &
Belongingness

E

Esteem

S

Self-
Actualization

FOR KALEIDOSCOPE COUNSELING CLIENTS



- ✓ Assess each level of need.
- ✓ Start with the most urgent.
- ✓ Empower clients toward growth and self-actualization.
- ✓ Advocate for systems that meet people's basic needs.



REMEMBER:

Understanding
needs helps us
respond with
empathy and
purpose.



ONE-LINE SUMMARY: Maslow's Hierarchy reminds us that people must have their basic
needs met before they can grow, heal, and reach their full potential.



www.kaleidoscopecounselingok.com



mirandabowman1@outlook.com



(580) 768-1634



You are enough.
You are not alone.



Scan to visit our website!