

# HYGIENE THEORY

## ALDERFER'S ERG THEORY

- Clayton Paul Alderfer an American Psychologist who developed Maslow's hierarchy of needs into a theory of his own.

- He suggests that there are 3 groups of core needs.

E - Existence

R - Relatedness

G - Growth

hence acronym ERG.

- Maslow's hierarchy aligned with Maslow's hierarchy of needs: Physiological, Safety, Social, self-esteem, self actualisation.

Existence - needs ~~regard~~ concern our basic material requirements. Includes physiological needs of Maslow (air, food, water, shelter) and safety needs (health, secure employment & property).

Relatedness - needs <sup>have to do with</sup> importance <sub>of</sub> interpersonal relationships. Includes social needs related to love / belongingness and esteem (gaining the respect of others).

Growth - describes our intrinsic desire

for personal development

includes ~~the~~ system related needs

(self confidence, self esteem & achievement)  
and self actualization needs (morally  
correctness, problem solvers & discoverer)

- Alderfer proposed that when one category  
of need in satisfying helps will double  
effect to fulfill needs in the lower  
category

For example - someone self-esteem  
is satisfying, he/she will invest more effort  
in this condition rather than need.

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