

## Ideas Or Strategies For Satisfying The 7 Human Needs For Your Employees

### CERTAINTY

Creating certainty within your employees can come in a number of different ways:

- Solid onboarding systems
- Training programs
- Clearly defined roles and responsibilities
- Genuine Feedback
- Constructive Criticism
- Performance review meetings
- Pay & bonus structures
- Opportunities to advance
- Open discussions on the company direction, goals & what we need to do as a group to move forward
- Create a sense of team, that we are all working towards a common goal

### VARIETY

Many times we think that variety can only be introduced when an employee is solid in their current role as variety can often bring uncertainty, this will simply be something you will need to stay aware of. Still, there are many ways to add the spice of variety into the workplace:

- Flexible working hours (if applicable)
- Travel (if applicable)
- Team social events
- Office creative days where all electronics are put away and you simply brainstorm goals & ideas to move the company forward
- Add new tasks and responsibilities to a position as you are able
- Find creative ways to celebrate when there is a “win” in the company

What are some other ways that you can provide variety in the workplace?

### CONNECTION

Connection is a really important aspect of everyone's lives. People need to be social and here are a few ways that you can encourage connection into your team:

- Team social events (not just at the major holidays) - from time to time invite the employees significant others to attend.
- Having the whole office celebrate when there is a “win” in the company
- Celebrate individual birthday's and send someone getting to know them
- Pair different employee's up with new tasks
- Build one on one connection with your employee's by taking notice of their work and by giving them individual appreciation

How can you create a sense of connection within your company?

## SIGNIFICANCE

Significance is one of the core, fundamental human survival needs. Your employee's need to feel like they stand out and are important. Some ideas of how you can create significance in your company are:

- Celebrating individual's "win" within the company
- Expressing appreciation for the quality of their ongoing work
- Bonus'
- Asking opinions on important decisions
- Employee evaluations
- Promotions
- Clearly defined roles and responsibilities
- Send to special programs or events for additional training
- Take on travel engagements
- Set specific deadlines on programs and reward when they are completed.

## GROWTH

Growth can be both something we crave in both our personal and professional lives. You can't control how someone decides to grow in their personal lives but you can encourage grow in your company. Some examples are:

- When applicable, send employees to training programs or invest in online training programs that your employees can take advantage of.
- Entrust new tasks to your employees when you can
- Promote employees when your able
- Ask your employees opinions on important matters
- Give them the opportunity to lead projects
- Give them the opportunity to advance, to earn bonus' or maybe even to travel, when applicable

## CONTRIBUTION

Contribution is closely tied with other needs, particularly significance. Your employee needs to feel like they are making a contribution to your company. Here are some ways that you can help your employee's feel like they are contributing to the company as a whole:

- Creative days - pick one day every quarter where your entire team meets to discuss the goals and requirements to move the company forward
- Give your employees the opportunity to contribute their ideas to different projects or problems that need solving
- Setting up team potlucks can be a great way to let everyone contribute to team events
- Offer tasks to the entire group to give everyone the chance to contribute
- Create an open feedback system where employees can share their views and opinions

