

Satisfaction Not Delivered: Need vs Greed....! Why? With Reference to Maslow's Need Hierarchy Theory

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Abstract:- Outside those doors - professionals, doctors, engineers, business man, politicians - all poor, rich and powerful who are distinguished in the world are uncomfortable with the international pressure and problem satisfaction not delivered? Why? Aiming at the material and mental satisfaction in one's life, the man's who are distinguished above exhibit similar and dissimilar patterns of behavior. They have their own set of needs, drives, goals and experiences. Huge money packs, job anxiety, queues for promotion, stock market, finances, family and other incentives are the main concerns that today men and women for not being satisfied? Then how do we gauge our level of satisfaction? Hence the article throws light on why our body rings alarm bells whenever something is not right. This is because Satisfaction not delivered?

Key Terms: Satisfaction, Need, Greed, Pride, Envy, Lust, Anger, Sloth, Gluttony, Maslow's Need Hierarchy Theory

I. INTRODUCTION

Earth provides enough to satisfy everyman's need, but not everyman's greed - Mahatma Gandhi. What is Satisfaction? The act of satisfying, or the state of being satisfied, gratification of desire, contentment in possession and enjoyment, repose of mind resulting from compliance with its desires or demands is satisfaction. Why Satisfaction? Why get satisfied? Why satisfaction matters? The brain is our most valuable asset, but no user manual is provided. Satisfaction adds colours to ones life. Satisfaction can influence our emotions, our actions and how we respond to various people, things and ideas and have intimately connected with our feelings and their healing qualities have a profound effect on our moods and well being.

Greed is an inordinate or insatiable longing for unneeded excess, especially for excess wealth, status, power, or food. As secular psychological concept, greed is an inordinate desire to acquire or possess more than one need. The degree of inordinance is related to the inability to control the reformulation of "wants" once desired "needs" are eliminated. Erich Fromm described greed as "a bottomless pit which exhausts the person in an endless effort to satisfy the need without ever reaching satisfaction." It is typically used to criticize those who seek excessive material wealth, although it may apply to the need to feel more excessively moral, social, or otherwise better than someone else. The purpose for greed, and any actions associated with it, is possibly to deprive

others of potential means (perhaps, of basic survival and comfort) or future opportunities accordingly, or to obstruct them therefrom, thus insidious and tyrannical or otherwise having negative connotation. Alternately, the purpose could be defense or counteraction from such dangerous, potential negotiation in matters of questionable agreeability. A consequence of greedy activity may be inability to sustain any of the costs or burdens associated with that which has been or is being accumulated, leading to a backfire or destruction, whether of self or more generally. So, the level of "inordinance" of greed pertains to the amount of vanity, malice or burden associated with it.

A need is something that is necessary for an organism to live a healthy life. Needs are distinguished from wants in that, in the case of a need, a deficiency causes a clear adverse outcome: a dysfunction or death. In other words, a need is something required for a safe, stable and healthy life (e.g. food, water, shelter) while a want is a desire, wish or aspiration. When needs or wants are backed by purchasing power, they have the potential to become economic demands. Basic needs such as water, air, food and protection from environmental dangers are necessary for an organism to live. In addition to basic needs humans also have needs of a social or societal nature such as the human need to socialize or belong to a family unit or group. Needs can be objective and physical, such as the need for food, or psychological and subjective, such as the need for self-esteem. Needs and wants are a matter of interest in, and form a common substrate for, the fields of philosophy, biology, psychology, social science, economics, marketing and politics.

II. WHY SATISFACTION NOT DELIVERED?

For all those who wonder why satisfaction not delivered? Comes in different breaking through avatars. Hits or misses, there is no stopping from one's life by these seven sins.

1. Pride: The usual suspect smitten by this sin is the dude who always sings his own song. Despite any help they received along the way, time and again, people take full credit for their accomplishments in the office, thinking that personal success will fast track their career.

The sin: What often goes unrecognized is that especially below, resent the ego centrality, and may actually begin to actively undermine that person's efforts in the future.

2. *Greed:* You're too much soon desire motivates evil. While some amount of greed may actually help you, beware of reaching the next level unprepared.

The sin: Taking this notion to the extreme can be self defeating as core values become misguided and life becomes unbalanced in the process.

3. *Envy:* It's okay to acknowledge other's achievements, but lamenting what should have been yours can adversely impact your focus on current job tasks.

The sin: Being overly envious of others in the workplace can sabotage your self esteem, which is a vital characteristic every successful business person shares.

4. *Lust:* Grass is always greener applies more to our workplaces now than ever before. Sometimes, even minor carrots lured by competitors can look huge.

The sin: Spending time being fixated on what you don't have rather than what you do will foster bad attitude and negative overall behavior.

5. *Anger:* Whether you're at the receptionist's desk or at the head of the boardroom table, anger damages your reputation, credibility and professionalism.

The sin: Those prone to anger outbursts rarely get promoted: they are seen as being poor leaders who cannot inspire or motivate others.

6. *Sloth:* Laziness isn't cool, especially if you're a 20 some thing in corporate India. Be indolent and watch others surpass you in success and authority.

The sin: Complacency has no place whatsoever in the workplace – especially for those with high aspirations, expecting your past successes to carry you forward in the long term is foolish.

7. *Gluttony:* Too much focus on only one facet of life. Like work, is a recipe for the overall failure? Make sure you're ready - professionally and personally to take on new and bigger challenges.

The sin: More isn't always better especially if you're not ready for the challenge at hand.

III. THEORY TO SUPPORT WHY SATISFACTION NOT DELIVERED?

Maslow's Need Hierarchy Theory (1943): This theory divides human needs into 5 levels. He propounded that people have needs and the needs can influence behavior. The needs of a person are prioritized as per their importance. The person goes to next level of need once his basic need is fulfilled to some

extent. The person scales from basic to advance needs higher up in the hierarchy of needs.



1. *Basic Needs or Physiological Needs:* Most basic powerful and obvious needs included are: need for food, oxygen, sleep, water, protection from climate (shelter), etc. In the organizational context basic needs are represented by salary, working conditions, etc. human beings first try acquire these necessities of life, only then they tend to move to the second level of needs.

2. *Safety Needs:* Once the basic needs are satisfied people start longing for safety or security needs. In the organization job security, safe working conditions, unions, lobbying for protective legislation scheme like PF, pension, insurance, gratuity, seniority for layoff, etc.

3. *Belonging Needs, Affiliation Needs and Social Needs:* Belonging needs include: mutual respect, mutual admiration, trust, affiliation, group membership, etc. in the organization teamwork belonging to the group etc.

4. *Esteem Needs:* Commanding respect and esteem from others. In the organization esteem needs are concerned with job title, merit pay increase, responsibility, recognition for good work, challenging work.

5. *Self Actualization Needs:* When all the four earlier level needs are satisfied self actualization come to the forefront - striving to reach the peak of one's potential. In the organization context excelling in ones job, successfully managing a unit etc.

Thus, Maslow suggested the following points:

- There are 5 levels of needs.
- All these needs are arranged in a hierarchy.
- A satisfied need is no longer a need. Once a need or a certain order of need is satisfied it ceases to be a motivating factor.
- Once one level of need is satisfied, the next level of need will emerge as the depressed needs seeking to be satisfied.

- The physiological and security needs are finite but the needs of higher order are infinite and are likely to be dominant in persons at higher levels in the organization.
- Maslow suggests that various levels are interdependent and overlapping. Each higher level emerging before the lower level need has been completely satisfied. Even though a need is satisfied it will influence behaviour because of interdependent and overlapping characteristics of needs.

IV. CONCLUSION

Satisfaction lies in the effort and need, not in the attainment and greed, full effort is full victory. Hence to attain satisfaction one should avoid committing these above said

seven deadly sins and if you want to attain career nirvana? These seven sins you should avoid committing and work for need and not for greed.

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