



# MOWW AND COMPANION NEEDS

FOR THE GOOD OF THE ORDER

14 August 2020



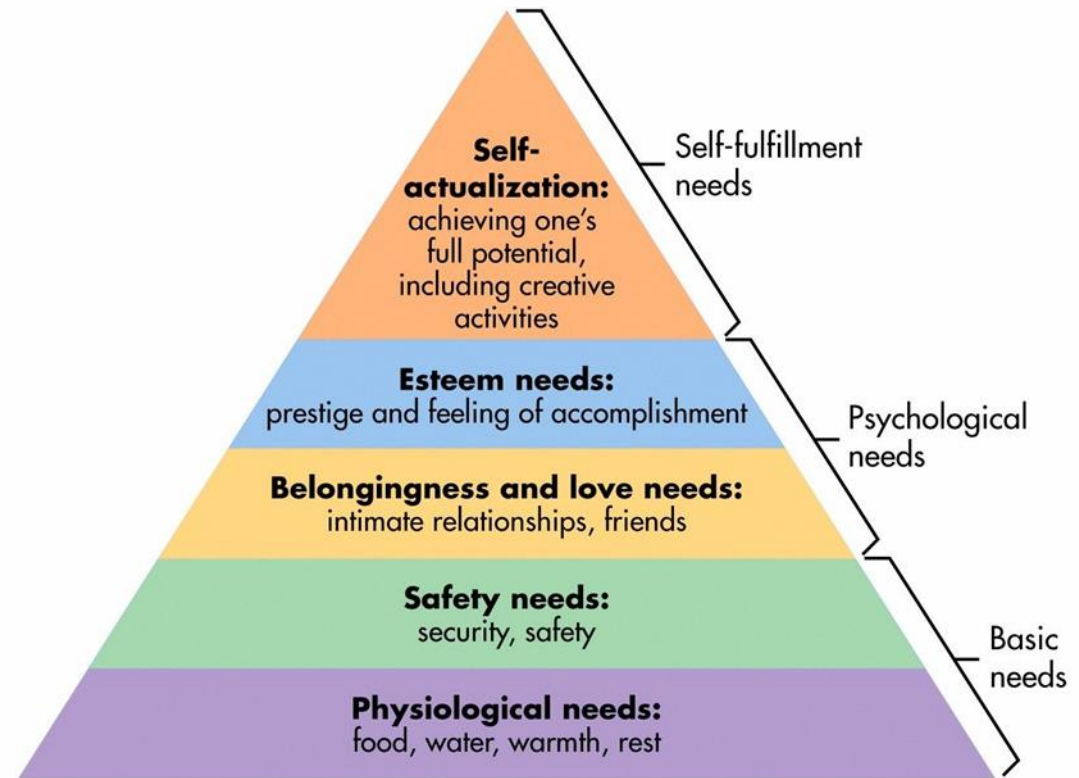
# Overview

- Maslow's Hierarchy of Needs
- Operationalizing Maslow's Hierarchy
- Take-Aways



# Companions have a hierarchy of needs

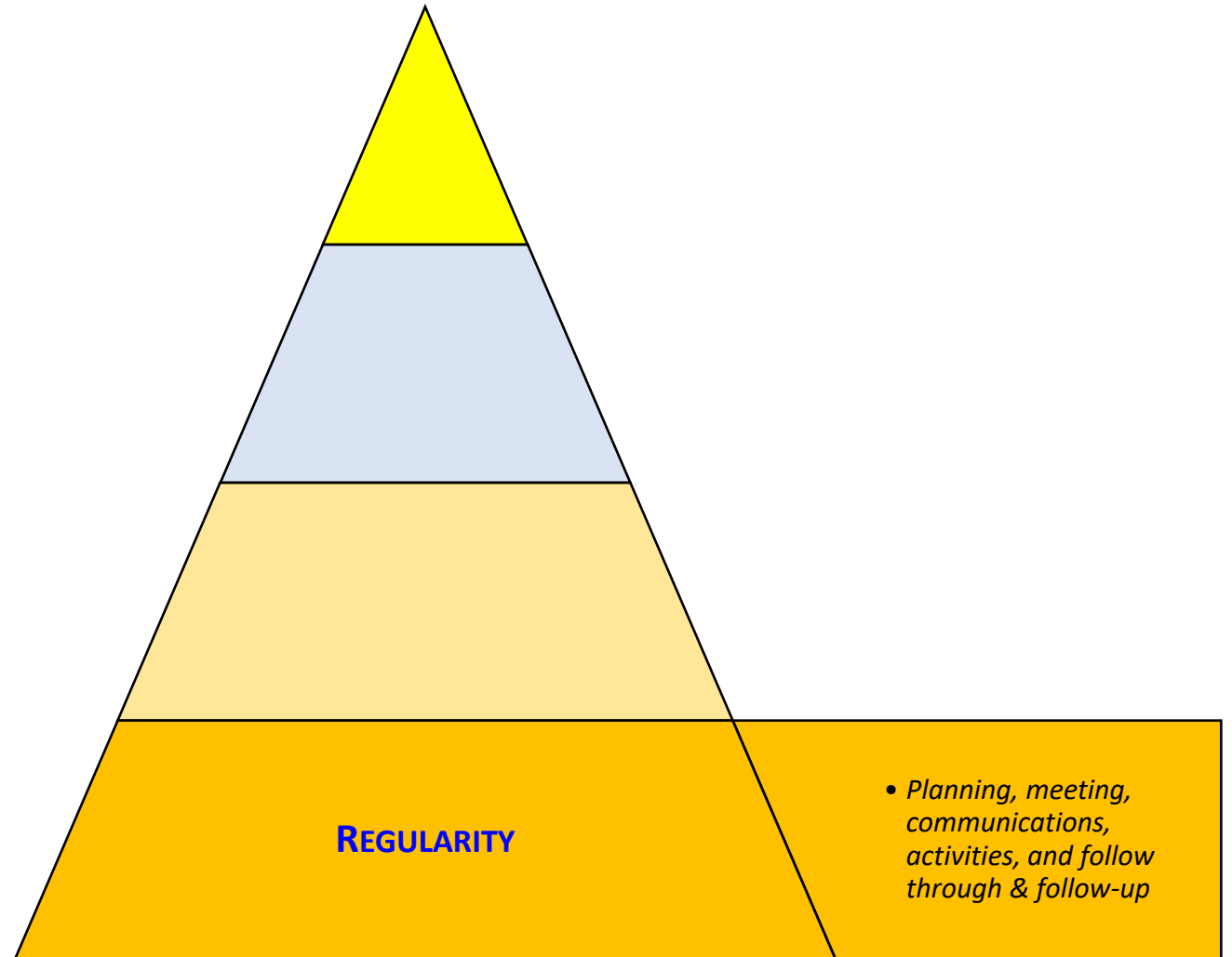
- Maslow's hierarchy of needs shows how people respond to motivation
- The original hierarchy stated that a lower level must be completely satisfied and fulfilled before moving onto a higher pursuit.
- Today these levels are seen as continuously overlapping each other. This means that the lower levels may take precedence back over the other levels at any point in time
- This requires us to look at the whole person all the time, not just one aspect of them





# Operationalizing Maslow: the need for regularity

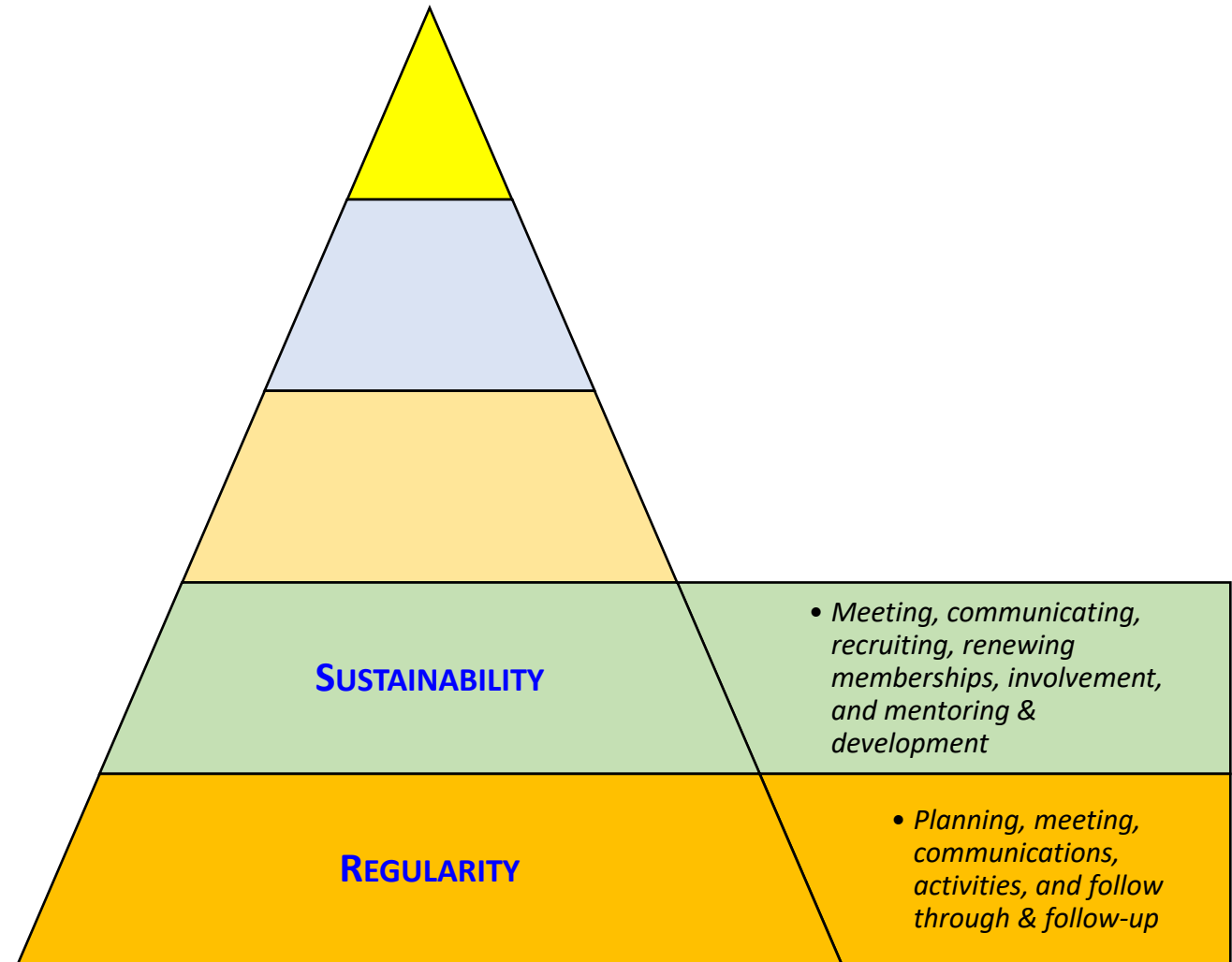
- Regularity is when the same thing (continuously improved) keeps happening often, especially with the same amount of time between each occasion when it happens
- Attributes of regularity include:
  - Developing and achieving the annual Chapter Action Plan
  - Growing the organization in members and capabilities, i.e., meeting or exceeding the annual SG-1 net 4% recruiting goal
  - Meeting as a chapter staff and as a chapter on a regular basis (minimum 6 x year)
  - Publishing a chapter newsletter on a schedule (minimum 6 x year)
  - Engaging in regular outreach and other activities





# Operationalizing Maslow: the need for sustainability

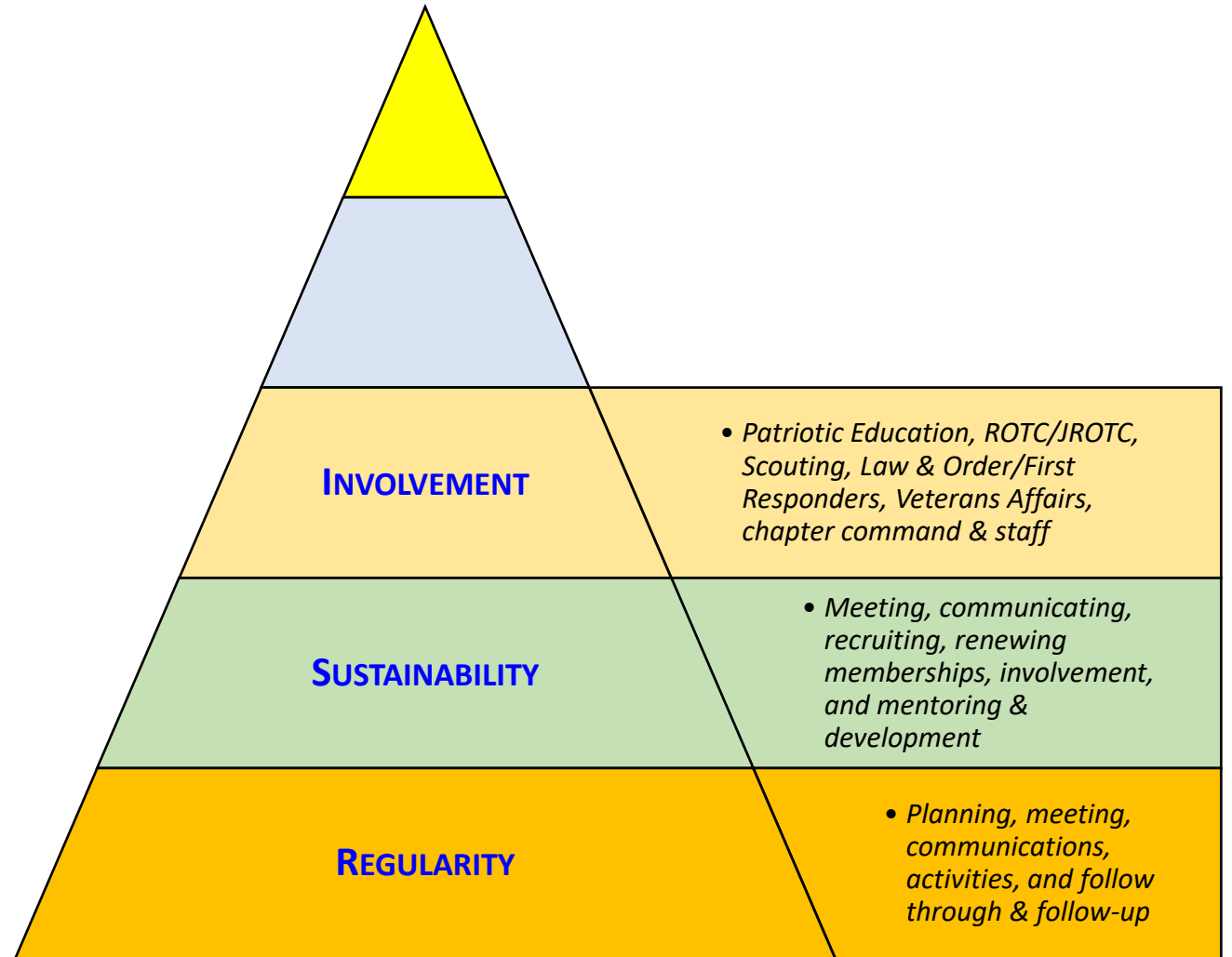
- Sustainability is the ability to maintain the chapter at a certain rate or level
- Attributes of sustainability include:
  - Growing the organization in members and capabilities
  - Meeting and communicating regularly
  - Enhancing camaraderie
  - Creating opportunities
  - Foster responsibility
  - Exemplifying and embracing excellence
  - Demonstrating visionary leadership, effective mentoring and development, and strong governance.





# Operationalizing Maslow: the need for involvement

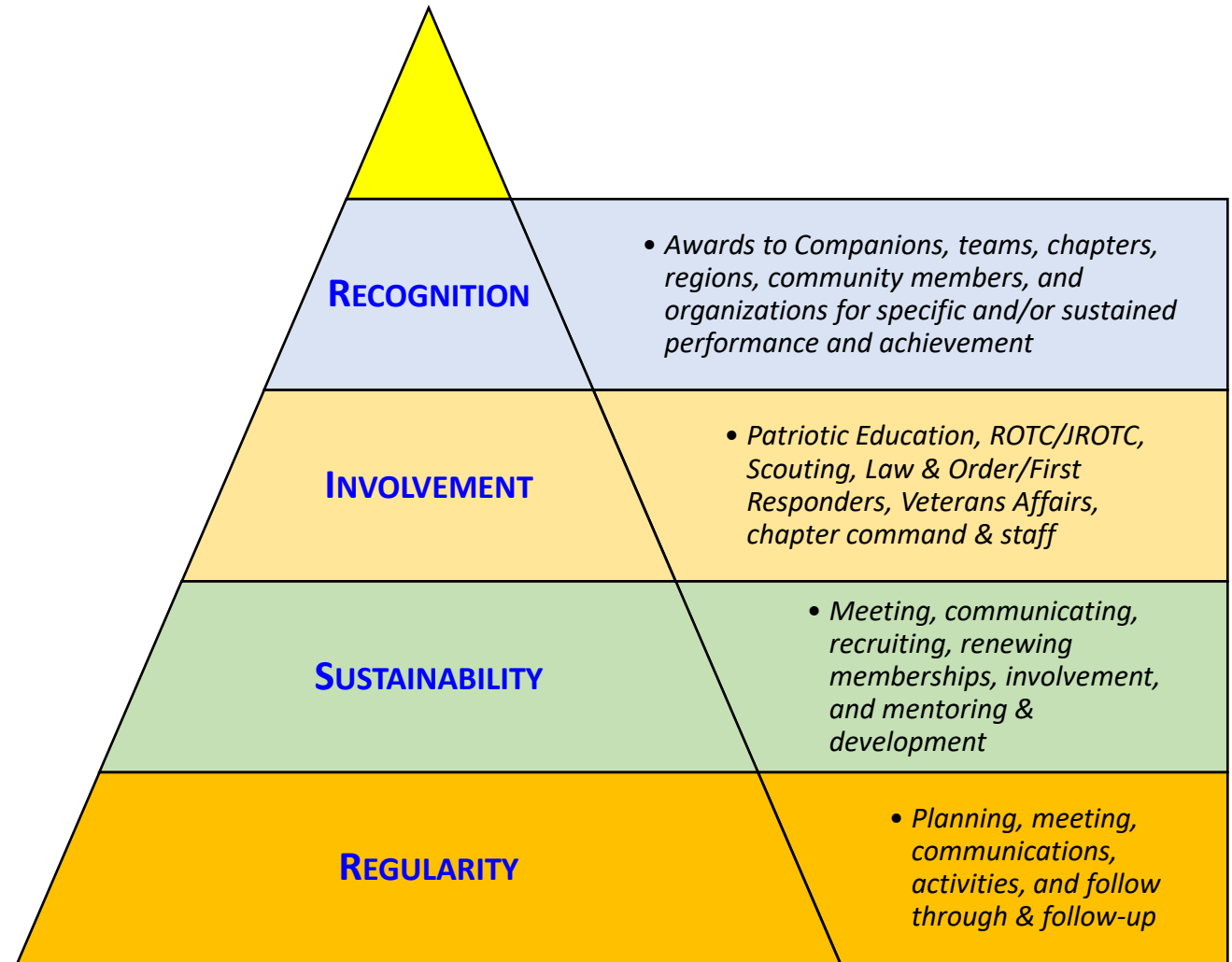
- Involvement is more than mere membership. It means being a part of something and contributing to its capabilities, outcomes, and longevity
- Attributes of involvement include:
  - Being there for the Order
  - Coming as scheduled and on time
  - Carrying out tasks efficiently and honestly
  - Committing time for the work
  - Accepting the guidance and decisions of leadership and program coordinators
  - Participating in orientations, training, meetings, conferences, and conventions
  - Keeping internal information confidential





# Operationalizing Maslow: the need for recognition

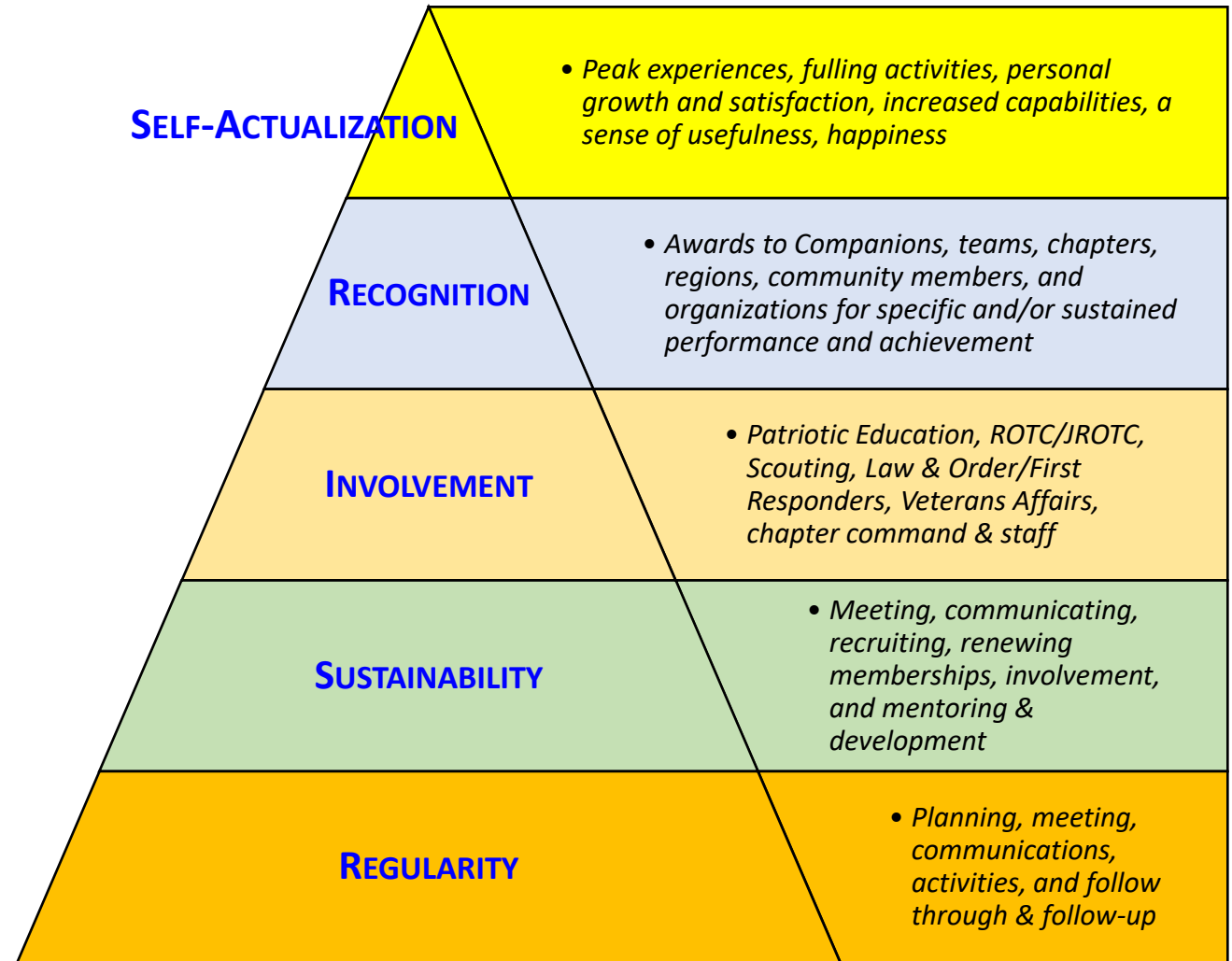
- Recognition is the identifying someone or something as worthy of appreciation, praise, or respect
- Examples of recognition:
  - Verbal and written praise
  - Milestones, e.g, birthdays, wedding anniversaries, anniversaries of being a Companion
  - Project completion
  - End-of-year thanks
  - MOWW certificates, citations, plaques, and medals
- Attributes of effective recognition
  - Timely
  - Frequent
  - Specific
  - Visible
  - Inclusive
  - Values-based





# Operationalizing Maslow: the need for self-actualization

- Self-actualization is the need for personal growth and development that exists throughout a person's life, which allows a person to find meaning and purpose in their life
- Attributes of self-actualization include:
  - Self-actualized people have "peak experiences," i.e., experiences in which they were transformed
  - They possess self-acceptance and a democratic world view
  - They are realistic
  - They tend to be problem-centered
  - The self-actualized person is autonomous
  - They enjoy solitude and privacy
  - They have a philosophical sense of humor
  - Self-actualized people are spontaneous
- Self-actualization involves the realization or fulfillment of one's talents and potentialities, which is fostered by mentoring, self-development, and experiences







# Take-Aways

- Be engaged and be the example. Make a positive difference as a commander
- Have and articulate a vision to meet Companion needs and Order objectives
  - Facilitate Companions being fulfilled, enjoying each other and having fun. Promote morale
  - Help your order, region, and chapter to grow and thrive by measurably increasing individual recruiting, Companion involvement, and chapter outreach
  - Adopt perspectives and do things to ensure the Order is preserved, protected and longer-lived
- Know and implement guidance. Inspire others to achieve positive results
  - MOWW Strategic Plan
  - Commander-in-Chief's Intent (OY 2020)
  - Chapter Action Plans
- Ensure your team follows through and follows-up on activities, programs and initiatives to achieve continuing operational success and strengthened chapters