

## ALL KILLER, NO FILLER – 2019 Q4 (B)

(B) Read the information supplied and answer the question which follows.

Hexagon Solutions is a global software design company operating in Dublin.



It offers competitive salaries and long-term contracts of employment to all employees. A team structure exists in the business where employees from all over the world work together on innovative projects. Staff ideas are accepted, and innovation is rewarded. Hexagon supports employees who take on further studies.

Outline the different stages in Maslow's hierarchy of needs theory **and** illustrate how Hexagon Solutions applies this theory to motivate its employees.

(20)

**MS: 5 x 4m – 1m+2m+1m (1m for Need, 2m for the keywords, 1m for linking to Hexagon)**

### **Physiological Needs**

Maslow believed that this need was the most important need to use it as the base of his hierarchy of needs. This meant humans would focus on this need above all other needs and if this need wasn't met by the person, that they would struggle to become motivated by higher needs.

If a person was lacking in more than one need at any time, if physiological needs was one of them, then they'd prioritise on that need first above the other needs as it is the most important.

These needs include the basic needs a human wants, like physical needs of eating, drinking...

If a person was extremely hungry, that need is the dominant need, and that person would find it hard to focus on other needs except to satisfy their hunger.

E.g. Hexagon Solutions offers competitive salaries, so they are giving their workers enough money to buy the basics like food and drinks to be able to satisfy their physiological needs, meaning Hexagon Solution's workers will be able to focus their motivation on other needs as these needs will be satisfied.

Above, we have a H1 answer for sure for the first part of the question, but what we also have is a student giving waaaaayyyyyy too much information to get the H1 – focus on being very concise and just getting the important keywords in, then moving on – let's have a look at how brief I was able to be in 2019 and how I scored full marks writing very little, once it was **all killer and no filler!**

### **2019 H1 SCRIPT**

(B) <u>Physiological (Physical) Needs</u>	1
<u>Need for food, shelter</u>	2
<u>Hexagon offer competitive salaries so they can buy these</u>	1

This is the full answer scoring 20/20 to show you how the examiner is only interested in seeing you state a need, then give some keywords for that need then link it to the relevant thing that Hexagon Solutions have provided.

Don't waffle

Don't add padding to your answer

No introductions

No filler

(B) Physiological (Physical) Needs	1	1
<u>Need for food, shelter</u>	2	2
Hexagon offer <u>competitive salaries</u> so they can buy these	1	1
Safety/Security Needs	1	1
<u>Need to feel secure/not in danger</u>	2	2
Hexagon offer <u>long term contracts</u> so employees feel secure in their employment for the future	1	1
Social Needs	1	1
<u>Need for affection/belonging/love with other humans</u>	2	2
Hexagon uses <u>team structures</u> so no one is isolated	1	1
Esteem Needs	1	1
<u>Need for recognition/praise</u>	2	2
Hexagon accept <u>staff ideas and reward innovation</u>	1	1
Self Actualisation	1	1
<u>Need for challenging work/ to self fulfill potential</u>	2	2
Hexagon supports staff to <u>develop to the best of their abilities in further studies</u>	1	1