

RECESSION-PROOFING MY BUSINESS

MASLOW'S HIERARCHY OF NEEDS

SELF-ACTUALIZATION
fulfillment, creativity,
problem-solving

ESTEEM
achievement, respect,
confidence, self-esteem

LOVE & BELONGING
friendship, family,
meaningful relationships

SAFETY & SECURITY
health, employment, family safety,
body image, intellectual security

PHYSIOLOGICAL
food, water, shelter, air,
sleep, sex, clothing, excretion

WHICH NEEDS SHOULD MY BUSINESS SERVE?

Five empty rounded rectangular boxes, each corresponding to a level of Maslow's Hierarchy of Needs, intended for the user to write which needs their business should serve.