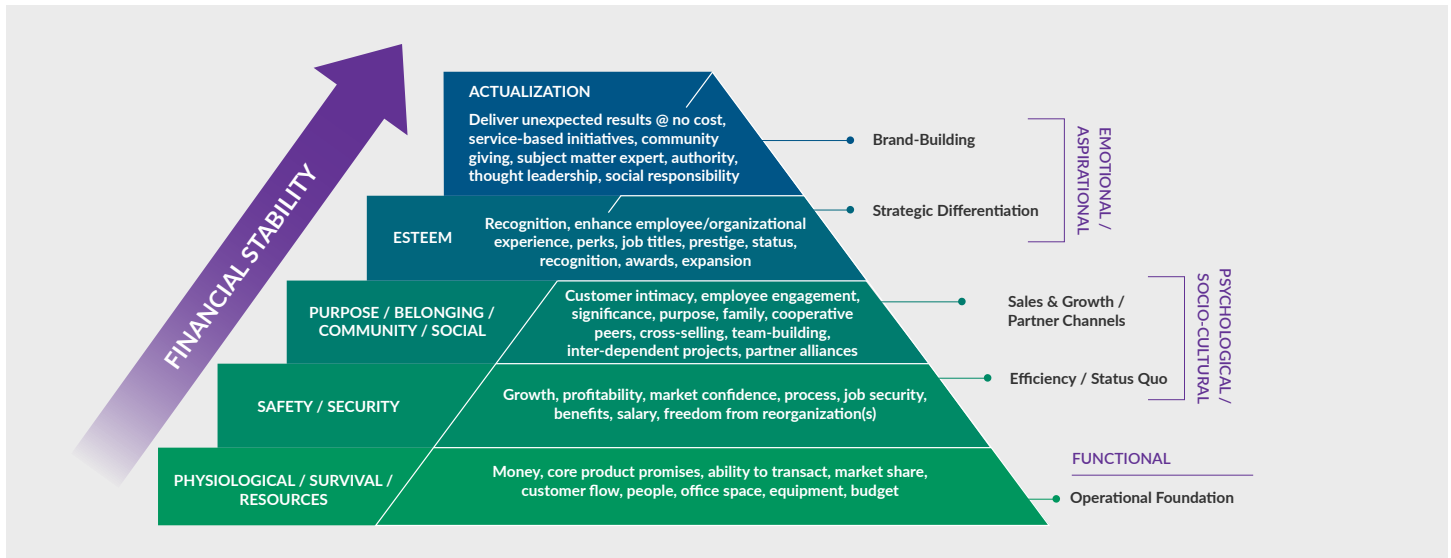


The Organizational Hierarchy of Needs Checklist

Maslow's hierarchy of needs is a theory in psychology that states lower hierarchical needs must be satisfied before individuals can address higher needs. From the bottom of the hierarchy upwards, the needs are: physiological, safety, love and belonging, esteem, and self-actualization. Organizations can benefit by understanding and applying this theory to enterprise.



As each level is addressed, financial stability naturally increases. When a deficit need has been satisfied “more or less,” it will go away and our activities become directed toward meeting the next set of needs that we have yet to satisfy. So what should your organization be focused on first? Take this self-assessment to find out!

Please rate each of these statements between 1 and 5, 1 being the lowest and 5 being the highest, in terms of how true it is for your organization as of today. As you do, remember this is not about right or wrong; instead, this is about understanding your organization's needs so you can focus the appropriate attention on the right priorities.

Level 1	1	2	3	4	5
Our organization is operating at a “survival” level (regardless of how long in business).					
Our organization has consistent cash flow.					
Our organization's core product promises are defined and articulated.					
Our organization has the ability to transact business efficiently.					
Our organization has a solid presence in terms of market share in our industry (meaning presence vs. penetration with paying clients).					
Our organization has good customer flow, with new customers being attracted consistently.					

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Level 1	1	2	3	4	5
Our organization has the right people in the right positions within the organization.					
Our organization has adequate office space, equipment and IT infrastructure for conducting business.					
Our organization has an accurate, working budget.					
Our organization can communicate with customers for marketing purposes and to provide service and support.					
Our organization meets our customers' base needs with our product/service.					
Our organization has an action plan to reach targeted outcomes.					
Sub-totals:					
Total Score for Level 1:					

Level 2	1	2	3	4	5
Our organization operates efficiently on most day-to-day tasks.					
Our employees know their roles and responsibilities and are contributing to reaching goals and targets.					
Our team structure works well to achieve targets and synergistically throughout the company.					
Our organization is gaining market confidence for what we do for our customers.					
Our organization is profitable.					
Our organization has processes, policies, and protocols in place and written down.					
Our workflows have been established and are proven to deliver results.					
Our employees feel they have job security.					
Our employees are on salary and have benefits.					
Our corporate culture is established and serves our mission, goals, and performance targets.					
Our organization is currently free from the need to reorganize.					
Our customers have the tools they need to achieve goals and targets and they feel a sense of security accordingly.					
Sub-totals:					
Total Score for Level 2:					

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Level 3	1	2	3	4	5
Our organization nurtures/fosters customer intimacy.					
Our culture focuses on increasing employee engagement.					
Our organization is known for being a significant influencer in our market.					
Our organization has a known and stated purpose that informs our decision-making.					
Our leaders and employees are collaborative and cooperative with each other.					
Our teams work well on inter-dependent projects.					
Our teams have at least quarterly team-building exercises, events, and/or retreats.					
Our organization values family, including colleagues, customers, partners, vendors, and other stakeholders.					
We actively build and contribute to alliances with partners and vendors.					
We focus on cross-selling within our organization's solutions to best meet our customers' needs.					
Our organization cares about the community where we work and live and supports community-based initiatives.					
Our customers become valued members of our organization's community immediately and are recognized accordingly.					
Sub-totals:					
Total Score for Level 3:					

Level 4	1	2	3	4	5
Our organization's workplace is a leader in consistently enhancing the employee and organizational experience.					
Our employees have a nice benefits package with good perks.					
Our employees have good titles that carry prestige beyond our organization.					
We recognize employee achievement through at least annual awards.					
We know that our employees are our sustainable advantage in business and we appreciate them as a result through our corporate culture, leadership style, and promotions.					
Our employees are generally happy, productive, and operate at peak levels.					

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Level 4	1	2	3	4	5
Working for our organization is known to be a good opportunity in the employee marketplace.					
We expand through, with and because of our employees, and promote from within as we grow.					
We cultivate strategic differentiation through our marketing initiatives.					
We have an active PR strategy.					
We consistently gather and promote customer success stories and case studies.					
The greater marketplace knows our customers through their social advocacy, endorsement, conference attendance, networking, etc.					
Subtotals:					
Total Score for Level 4:					

Level 5	1	2	3	4	5
Our organization has implemented corporate social initiatives.					
Our organization delivers unexpected results at no additional cost.					
Our organization offers service-based initiatives.					
Our organization participates in community giving initiatives.					
Our organization is known as a subject matter expert.					
Our organization is recognized as an authority in our market and in our industry.					
Our organization has an active thought leadership strategy.					
Our organization is aware of and actively contributing in the area of social responsibility.					
Our organization is recognized in our market with wide brand awareness.					
Our customers are our greatest ambassadors, actively sharing their successes with our solutions.					
Our organization helps our customers be brand advocates by providing them with case studies, conference and newsletter spotlights, video interviews, and PR wherever possible.					
Our customers consistently refer potential business to our organization.					
Sub-totals:					
Total Score for Level 5:					

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To know where to begin strengthening your organization, consider the lowest scores between each of the five levels; the lowest score indicates a likely beginning place for new strategy and action.


[To learn more about the Organizational Hierarchy, please check out our recorded Live Session on this topic.](#)

Your Invitation

Organizations are dynamic. They move through these hierarchical levels at various stages of lifecycle, from individual employees to the team to the whole company. Know where your organization is to support your customers, employees, partners and goals properly. XTIVIA is here to help.

Technology is an enabler for organizational achievement. Creating results depends on using the right tools, including technology. Leveraging your previous investments is only smart (for as long as it makes sense). XTIVIA's intention is to help your organization optimize at every level to achieve your business goals by listening, providing strategic and adaptive technology solutions, and becoming your trusted technology partner for life.

If you can imagine a business outcome, XTIVIA can create it with technology. Let's begin by having a conversation about your organization's business goals.



Let's Chat
(888) 685-3101 ext. 2



Schedule by Email
info@xtivia.com



Tell Us More
www.xtivia.com/contact/