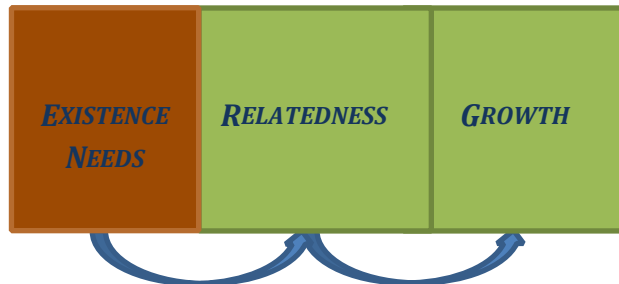


## Alderfer's ERG Theory

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**Clayton Alderfer:** Several needs can be motivating the employee at one time.



Bateman, T. S. & Snell, S. A. (2009). *Management: Leading & collaborating in the competitive world* (8th ed.). New York: NY: McGraw-Hill.

### Alderfer's ERG Theory:

Alderfer's theory applied more to the work environment. He starts with existence needs which might be equivalent to Maslow's physical needs and safety needs, and then relatedness might take the place of Maslow's belonging and esteem needs, while growth could take the place of Maslow's self-actualization needs. However, the big difference between these two theories is that while Maslow believed you did not go on to the next level until you were fulfilled at that level starting with physical needs (the tree trunk in our previous illustration) Alderfer thought that these needs could all be going on simultaneously. In other words, Alderfer thought that workers did not necessarily have a need satisfied before going on to the next. The employee might be still struggling to pay their rent or mortgage while still having a need to share their feelings with others for instance. Another example might be an artist that could be satisfying existence needs while simultaneously satisfying growth needs as an artistic person and deriving the satisfaction of relating to other artists at the same time.