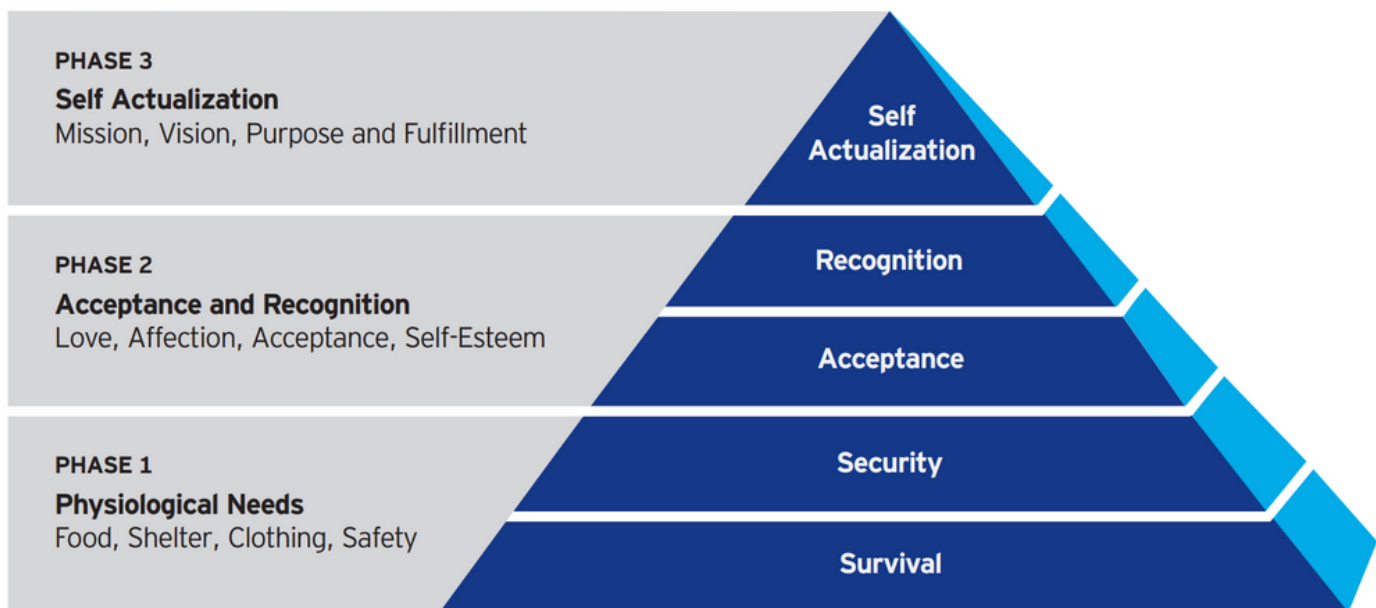


Constructing a Life "On Purpose"

Maslow Got It Right

Maslow's Hierarchy and Three Phases



For illustrative purposes only.

Maslow Got It Right

Our industry's focus on the strategic and tactical (the "what" and the "how") works very well during the first and second phases of a career because, at that time, the apex of Maslow's Hierarchy of Needs¹ has generally not been reached.

Phases 1 and 2 of the Journey

Needs during Phase 1 are simple and self-evident, requiring little introspection or reflection to get and stay motivated. A roof that doesn't leak, a decent wardrobe and a little money in the bank all provide obvious motivations.

Once we meet these basic physiological and security needs, we move to Phase 2, which is "acceptance and recognition."

You see, the vast majority of us are first-generation wealth, and as a result, our dream doesn't require a villa in the south of France to be fulfilled. In many cases, we have become the most financially successful people that we grew up with from the old neighborhood.

If you're living your dream, where does the motivation come from now and for the rest of your life?

Congratulations. You have just entered the apex of Maslow's Hierarchy, and here's when the truly heavy lifting begins!

Welcome to Phase 3 of Your Life and Career

Phase 3 requires a much deeper and more personal level of questions, reflection and introspection (characteristics and capabilities that our industry is not exactly known for). Having picked the low hanging motivational fruit of safety, security, acceptance and recognition, we now have to really work and stretch to acquire the fruit at the top of the tree—the fruit of purpose and meaning. Though we will always have a need for the strategic and tactical questions of "What?" and "How?" we must begin to incorporate the philosophical framework as to **why** to ignite and sustain our motivation and passion.