

MASLOW'S HIERARCHY OF NEEDS

APPLIED TO COACHING AND ITS ROLE IN SUPPORTING SCHOOL LEADERS



REAL4
TOMORROW

What it means in the life of a school leader

How Coaching Helps

1 SELF- ACTUALISATION

This is the aspiration of every school leader, not just for their personal fulfillment, but also for the benefit of every child in their school. Yet we know that when so many struggle to have their other needs met, only a handful get there.



Purpose

Coaching facilitates a profound connection with your vision, passion, and purpose. By consistently engaging in coaching at this level, you expand not only your own capacity but also that of your entire school community to realise its full potential.

2 ESTEEM NEEDS

School leaders often lack upward feedback, a crucial element in cultivating a strong sense of self and personal well-being.



Success

Coaching offers a secure, reflective environment for you to assess your progress critically yet optimistically. It empowers you to recognise and leverage your strengths, paving the way for increased success for both yourself and the communities you serve.

3 BELONGING NEEDS

School leadership can often feel isolated. In the absence of supportive relationships that nurture a strong sense of self, the demands of the role can erode individuals' confidence and sense of personal empowerment.



Relationships

Coaching enables you to cultivate a supportive, empathetic bond with someone solely focused on helping you realise your fullest potential.

4 SAFETY NEEDS

Due to high levels of public scrutiny and personal accountability, numerous school leaders struggle to feel secure in their roles. Consequently, many resort to coping mechanisms that negatively affect their well-being.



Safety

Coaching assists you in candidly assessing your coping strategies and cultivating approaches that enhance your resilience and promote your wellbeing.

5 SURVIVAL NEEDS

Many school leaders often operate on minimal rest and unhealthy eating patterns. This takes a toll on both their performance and health, ultimately impacting the outcomes they aim to achieve.



Survival

Coaching assists you in addressing thoughts, feelings, and behaviours that hinder the fulfillment of your basic needs. It guides you in cultivating new positive habits that benefit both yourself and others.