

ALDERFER'S DESIGNATIONS	EXPLANATION
Existence	Corresponds to the physical needs of Maslow's hierarchy as well as those of Maslow's security needs related to physical safety.
Relationship	Corresponds to Maslow's social needs as well as the remaining safety needs.
Growth	Broadly corresponds to Maslow's ego and self-realisation needs. However, Alderfer goes a little further here and believes that the need for growth is about investigating, exploring and mastering life and one's surroundings.

FIGURE 4.30  
Alderfer's designations.