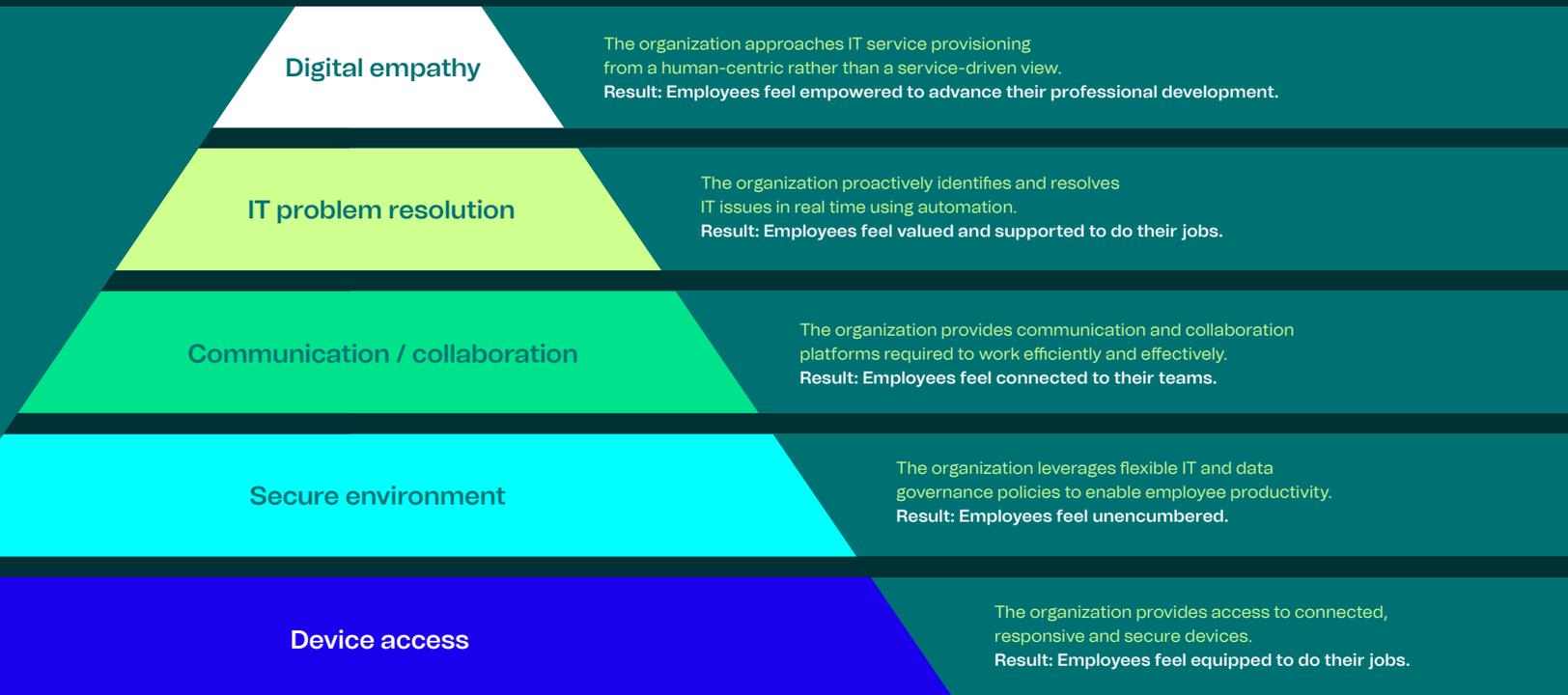


Maslow's hierarchy for the digital age

The key to differentiating your employee experience



To become an employer of choice in today's competitive job market, organizations must find ways to address a new hierarchy of needs adapted for today's digital workplace.

Fulfilling the basic tech needs of your workforce won't cut it anymore

Abraham Maslow's Hierarchy of Needs, a widely recognized theory in psychology, outlines what humans need to achieve self-actualization. But much in our society has changed since Maslow originally published his theory in 1943, especially within the world of modern work.

Just as humans require food and shelter to survive, employees require certain tools, technology and processes to successfully do their jobs. In today's hybrid workplace, it is critical for enterprises to differentiate themselves by providing an exceptional employee experience — one that goes beyond prioritizing the basic technology needs of its digital workforce to achieving overall digital empathy.

Learn how Unisys can help transform your digital workplace at www.unisys.com/digitalworkplace.

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