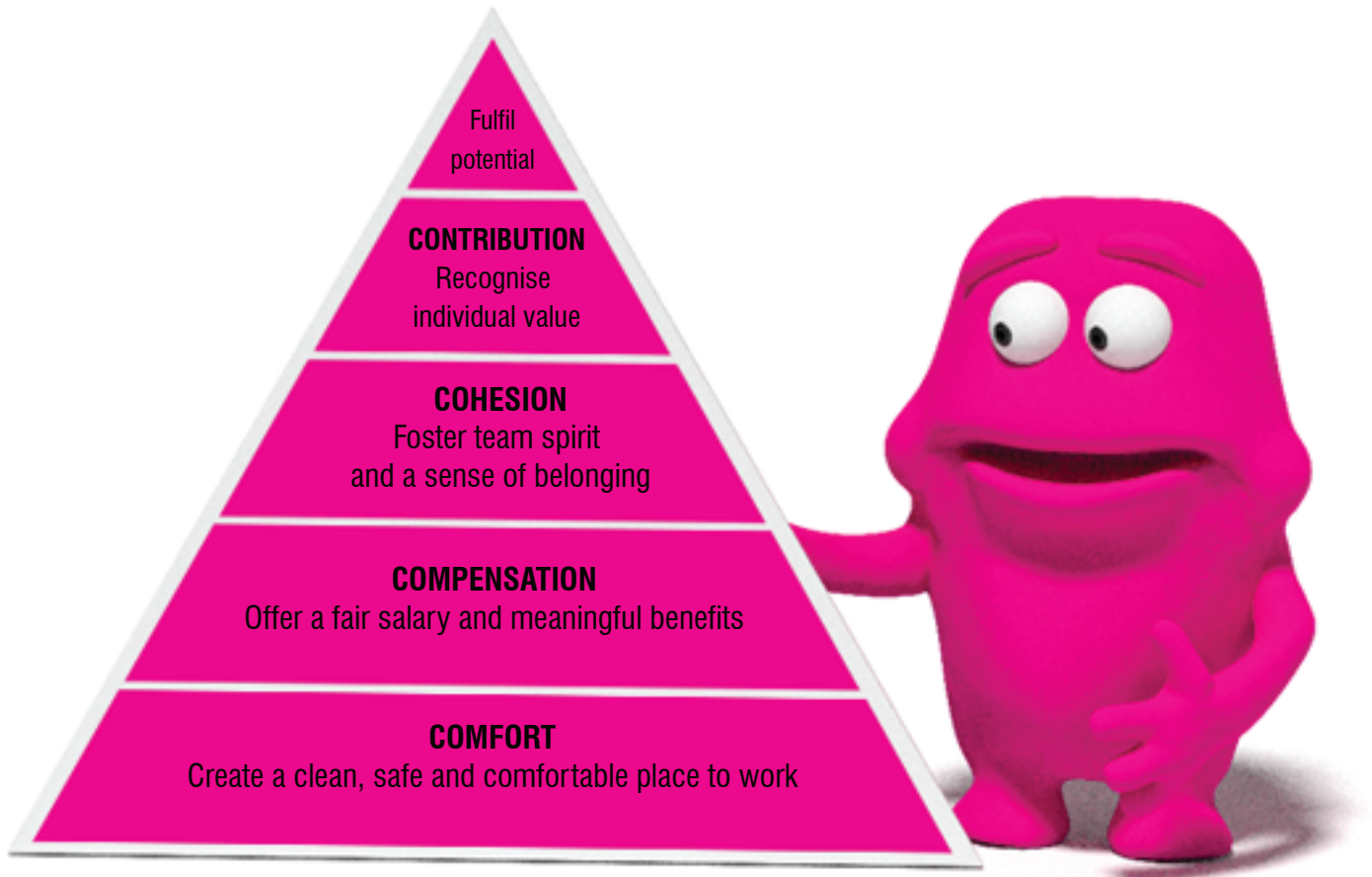


The four Cs of motivation in the workplace



Use Malsow's hierarchy of needs as the basis to motivate in the workplace