



ORGANIZATIONAL CULTURAL STRATEGIC TRANSFORMATION INFORMATION “C”:

THE BARRETT MODEL™

The Barrett Model is the breakthrough work of Richard Barrett. Inspired by Abraham Maslow’s Hierarchy of Needs and tested over more than two decades of real-world experience with thousands of organizations, the model identifies the seven areas that comprise human motivations. These range from basic survival at one end, to service and concern for future generations at the other.

It provides a proven and extraordinarily useful map for understanding the values of your employees, leaders, and stakeholders. Even better, it offers a means for creating more supportive and productive relationships between them, and a deeper alignment of purpose across your organization.

Developments in Psychology

The latest developments in psychological research on human needs and well-being are helping to validate the existing framework of the Barrett Model. Originally developed in 1997 by Richard Barrett, the model was formed by leveraging ancient eastern philosophy to extend Maslow’s concept of self-actualization in his hierarchy of needs. The result was a depiction of the full spectrum of needs underlying human motivation and behavior.

Now the Barrett Model is supported by not only the pioneering work of Abraham Maslow, but also the more recent work of Deci and Ryan's self-determination theory, Ryff's model of psychological well-being, Seligman's work on flourishing, and the resurgent academic interest around Aristotle's concept of 'eudaimonia' and the deep human yearning to live a meaningful life.

All of these theoretical developments are merging together to reveal an underlying consistency regarding human nature and the conditions necessary to facilitate human thriving, so concisely depicted by the Barrett Model.

Martin Itzkow, FRSA is an executive neurobiological coach, and a certified Barrett consultant with a vision to help organizations capture their strategic challenges and the opportunities, which leads to many organizational change processes. Ultimately, the focus of a cultural assessment is for the organization and its employees to seek to be aligned, moving forward together and answering the question of what is working well now, and what will be better in the future for all as a strategic alignment of past, current and future?

SQ21 Certified Coach (U.S.); Leadership Team Coaching; NLP M. Pract. & FRSA (Fellow, Royal Society of Arts (U.K.); Barrett Values Centre Certified (Organizational & Leadership) Culture Consultant (U.K.); and Applied Neuroscience Certificate;

THE BARRETT MODEL



LEVEL 1 - VIABILITY represents the need for stability; be it financial, ensuring a sense of security, or the relevance of health and safety.

LEVEL 2 - RELATIONSHIPS reflects the attention to and the importance of interpersonal relationships.

LEVEL 3 - PERFORMANCE is about the accomplishment of objectives; leading to confidence, a sense of pride and self-worth.

LEVEL 4 - EVOLUTION reveals a willingness to adapt and be open to new perspectives.

LEVEL 5 - ALIGNMENT is the embodiment of living and demonstrating one's true and genuine nature.

LEVEL 6 - COLLABORATION represents higher-order partnerships where alliances are formed, and people are positively impacted.

LEVEL 7 - CONTRIBUTION is the fulfillment of purpose in service of the greater good.