*What is the purpose of life/ Maslov’s idea*

 **“I think the purpose of life is to be useful, to be responsible, to be honorable, to be compassionate. It is, after all, to matter: to count, to stand for something, to have made some difference that you lived at all.”** —Leo C. Rosten

**Frank Sonnenberg.**

**Living life with a purpose**

Although everyone is different, there are common threads that bind a life with purpose.

***Live by your beliefs and values.*** People who live a life of purpose have core beliefsand values that influence their decisions, shape their day to day actions, and determine their short-and-long term priorities. They place significant value on being a person of high integrity and in earning the trust and respect of others. The result is that they live with clear conscience and spend moer time listening to their inner voice than being influencesd by others.

***Set priorities*.** People who live a life of purpose identify those activities that matter most to them and spend the majority of their time and effort in those areas. Otherwise, it is too easy to drift away in the currents of life. As Annie Dillard once said, “ How we spend our days is , of course, how we spend our lives”.

***Follow your passion***. People who live a life of purpose wake up each morning eager to face the new day. They pursue their dreams with fervor, put their heart into everything they do, feel that they are personally making a difference.

***Achieve balance***. People who live a life of purpose put their heart into their career and in building relationships with friends and family. They also reserve adequate time to satisfy their needs.

***Make a difference. .*** People who live a life of purpose make a meaningful difference in someone else’s life. They do things for others without expectation of personal gain, and gain as much satisfaction witnessing the success of others as witnessing their own. As the old proverb says,” A candle loses nothing by lighting another candle”.

**Live in the moment. People** who live a life of purpose cherish every moment and seek to live life without regret. They take joy in the experiences that life gives and don’t worry about keepinh score. Dr. Seuss may have said it best, “ Don’t cry because it’s over. Smile because it happened”. ( https://www.franksonnenbergonline.com/blog/living-life-with-a-purpose/)

**Maslov’s idea**

**6.) Learning Drivers**
Why do people need to learn? Why do people want to learn? What are their motivations? What are the drivers that control a person’s desire to fill their minds with knowledge and information?

Maslow’s Hierarchy of Human Needs is a theory in psychology that Abraham Maslow proposed in his 1943 paper A Theory of Human Motivation. His theory contends that as humans meet ‘basic needs’, they seek to satisfy successively ‘higher needs’ that occupy a set hierarchy.

Maslow’s initial hierarchy was based on two groupings: deficiency needs and growth needs. Within the deficiency needs, each lower need must be met before moving to the next higher level. Once each of these needs has been satisfied, if at some future time a deficiency is detected, the individual will act to remove the deficiency. The first four levels were:

1.) Physiological: hunger, thirst, bodily comforts, etc.;
2.) Safety/security: out of danger;
3.) Belonginess and Love: affiliate with others, be accepted; and
4.) Esteem: to achieve, be competent, gain approval and recognition.

According to Maslow, an individual is ready to act upon the growth needs if and only if the deficiency needs are met. Maslow’s early thinking included only one growth need – self-actualization. Self-actualized people were characterized by: 1) being problem-focused; 2) incorporating an ongoing freshness of appreciation of life; 3) a concern about personal growth; and 4) the ability to have peak experiences.

Maslow later add a new dimension to the growth need of self-actualization, defining two lower-level growth needs below self-actualization and one above that level. They were:

5.) Cognitive: to know, to understand, and explore;
6.) Aesthetic: patterns, symmetry, order, and beauty;
7.) Self-actualization: to find self-fulfillment and realize one’s potential; and
8.) Self-transcendence: to connect to something beyond the ego or to help others find self-fulfillment and realize their potential.

Our motivations for learning form similar patterns. Maslow’s basic concept is that the higher needs in the hierarchy come into focus only once all the needs that are lower down in the pyramid are mainly or entirely satisfied.

For this reason, our desires to learn, and the topics we want to learn about, transition depending on the situation we find ourselves in. As an example, we will have very little desire to learn math and science if we are worried about survival. However, we will have a great desire to learn about survival topics.

The problem sets that surround us, and our ability to solve those problems, are a constantly refocusing lens into our learning motivators.

Maslow’s basic position is that as people become more self-actualized and self-transcendent, they develop wisdom and automatically know what to do in a wide variety of situations. His ultimate conclusion that the highest levels of self-actualization are transcendent in their nature may be one of his most important contributions in this area of study.

**7.) The Age of Hyper-Individuality**

As a society we are less and less interested in the status competition involved in “keeping up with the Joneses.” We are not all that concerned about what kind of car our neighbor drives, what kind of TV they are watching, or what kind of cell phone they are using. Instead, we are much more concerned about finding products that will satisfy our own particular needs.

We live in an era where we are approaching 100 million products in the marketplace, and depending on how you define a product, some would argue that we have already far exceeded that number. Suffice it to say that we now have products that are much more aligned with the needs of a very wide range of consumers, and consumers are voting with their debit cards for uniqueness and individuality. So much so that we have dubbed this the age of hyper-individuality.

When the cable TV companies started offering 500 different channels they found that all of the channels had an audience. When Amazon started offering over 2 million different books for sale on its website it found that all of the books had a market. This phenomenon is best described in Chris Anderson’s book “The Long Tail” which explains how the Internet has driven the cost of shelf space in the online world to a number approaching zero, and in doing so has enabled online merchants like iTunes, Amazon, Buy.com, and YouTube to carry millions of different products.

Our need for hyper-individualized solutions is driven by several factors including our time, our personality, and an overwhelming need to feel special in a world of over 6 billion other people wanting many of the same things.

Today the average person sleeps two hours less than a person in the 1920s. We have gone from 8.9 hours per night to 6.9 hours per night, and many people today, if they could do without, would skip sleeping altogether.

With time being one of our major constraints, we are continually searching for products that will save us time, and if we can find that left-handed, counter-balanced, pocket-sized device that we can operate efficiently on moon-lit nights when the stars are aligned, we will make the pu