

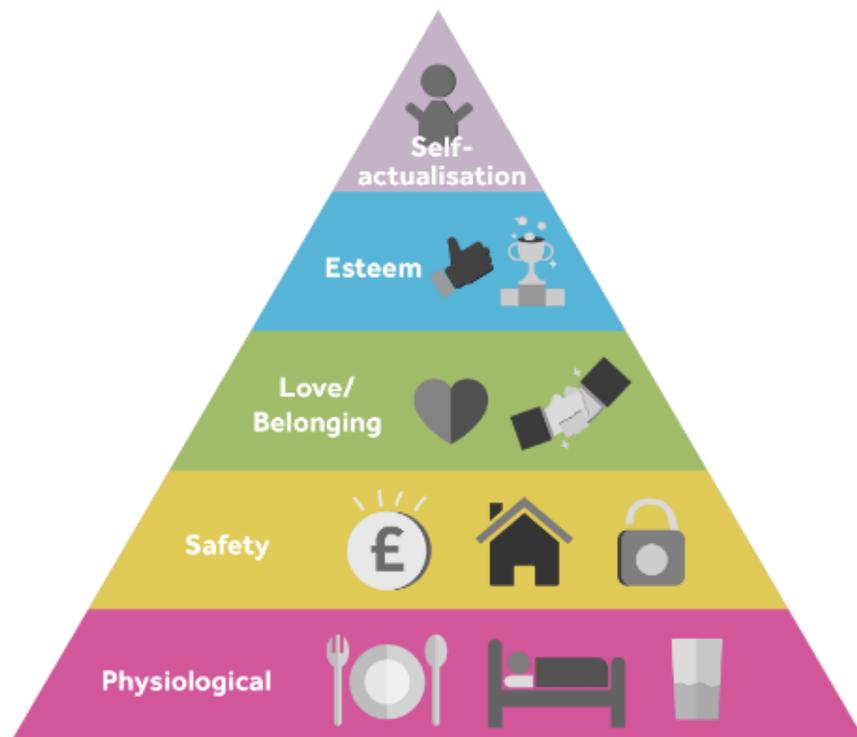
The benefits of team wear and the need to belong influences human behaviour and motivation

The need to belong refers to human emotional needs to affiliate with and be accepted by members of a group. This may include the need to belong to a peer group at school, to be accepted by co-workers, to be part of an athletic team, and to be part of a church group. People need personal connections to feel accepted and supported.



Whether you're a choir, a dance, drama, football, rugby, cricket, tennis, golf, netball or hockey club. Having distinctive clothing to identify other members of your group provides a sense of belonging and unity within your organisation. If attracting new members to your group it's helpful if volunteers/committee members are easily identifiable this can be achieved by wearing a specific coloured/branded t shirt perhaps.

Maslow's Hierarchy of Human Needs



According to Maslow, once people have satisfied their physiological needs (things needed in order to survive), and safety needs (shelter and financial security), they then look to satisfy their social needs such as: love, acceptance, and belonging. At this level, the need for emotional relationships drives human behaviour. People tend to have an 'inherent' desire to belong and be an important part of something greater than themselves.

At the fourth level in Maslow's hierarchy is the need for appreciation and respect. When the needs at the bottom three levels have been satisfied, the esteem needs begin to play a more prominent role in motivating behaviour. At this point, it becomes increasingly important to gain the respect and appreciation of others. People have a need to accomplish things and then have their efforts recognised.

It is only when physiological, safety, social and esteem needs are met that self-actualisation occurs and the person reaches their full potential **hence the importance of creating belongingness to achieve the best out of team members.**



If you're a sporting club/team you will most likely have your playing kit but additionally, training t shirts or sweatshirts are a nice way to present your club and identify fellow team mates off the pitch.

If you're a group that would like to explore possible clothing options, let us know and we can run through all the options with you. Here's just some of the ideas: water bottles, baseball caps, beanie hats, scarves, t shirts, polo shirts, sweatshirts, jogging bottoms, hoodies, vests, performance (wicking) t shirts and vests, socks, trainer bags, sports bags, holdalls, ruck sacks, towels, mugs, travel cups, coffee cups to name just a few...