Pietential NGO

— How NGOs & NPOs can use Pietential to Improve Wellbeing and Measure the Efficacy of their Wellbeing Improvement Programs.

**Confidential**

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How *NGOs/NPOs* can use Pietential to Improve Wellbeing and Measure the Efficacy of their Wellbeing Improvement Programs.

Pietential is an innovative digital platform that enables organizations to measure and improve the wellbeing of the populations they serve. Based on Maslow's Hierarchy of Needs, Pietential provides a comprehensive survey and data visualization system that measures the wellbeing of individuals and populations across a range of customizable demographics.

This paper will explore the origins of Pietential in Maslow's Hierarchy of Needs, its features and benefits, and its potential applications for non-profit organizations (NPOs) and non-governmental organizations (NGOs) to measure the efficacy of their wellbeing improvement programs.

pietential
VISUALIZE IT • ANALYZE IT • REALIZE IT • ACTUALIZE IT

NGOs
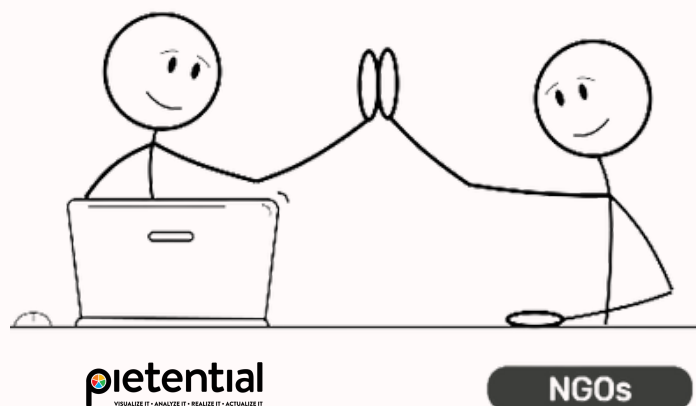
Theoretical Foundation:
Maslow's Hierarchy of Needs

Piential is rooted in Maslow's Hierarchy of Needs. The theory posits the five factors that motivate human behavior, and that human needs are hierarchical, with basic physiological needs at the bottom of the pyramid, followed by safety needs, need for love and belongingness, esteem needs, and self-actualization needs at the top.

The original theory suggests that people must have their lower-level needs met before focusing on higher-level needs, but our founder and CEO, John Starling (and many others) have a different view of Maslow's Hierarchy of Needs, which led him to create Piential. At Piential, we believe that humans are dynamic beings, and to reach our highest potential, we need to consider and balance all of our needs; that's why our survey results are given in the form of a Pie Chart and not a pyramid.

Piential's survey and reporting system is based on our having reverse-engineered Maslow's theory into an online survey and wellbeing platform.

By providing a comprehensive assessment of wellbeing, Piential enables organizations to identify areas where individuals and populations may be struggling and develop targeted interventions to address those challenges.

Applications for NPOs and NGOs:
Measure the Efficacy of their
Wellbeing Improvement Programs.

NGOs and NPOs that serve large populations can benefit significantly from Pietential's platform, because by measuring and improving the wellbeing of their populations, these organizations can increase the effectiveness of their programs, services, and grant funding strategies.

Moreover, Pietential NGO helps non-governmental/non-profit organizations prove the efficacy of their work. This can, help them to **add or modify programs**, **secure funding**, and **monitor the populations** they lead and serve. Pietential NGO also offers a diagnostic system that helps administrators capture early signs of population-related issues like lowered sense of security to take action and offer support when it detects a drop in user wellbeing in any of the five needs. Through Pietential, NGOs can monitor and report the good that they do to the organizations that support them.
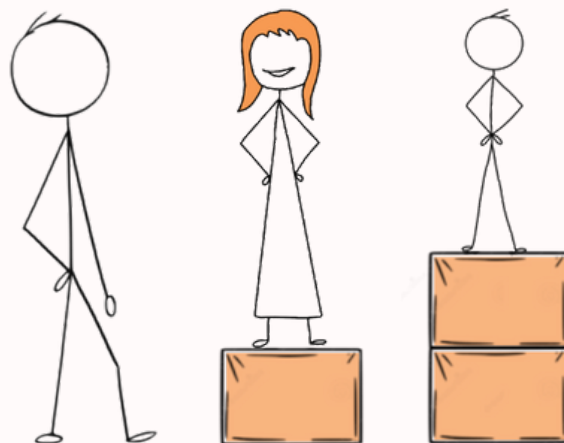
In other words, when used by *NGOs* and *NPOs*, Pietential can offer insight into the effectiveness of the programs and initiatives that promote the *wellbeing* of the people they serve.

Pietential provides evidence of the success of an NGO's programs in the form of population wellbeing data, which can then be used in grant writing and fundraising. For example, if an NGO is working to create a safer environment among women from poverty-stricken areas, it can use the Pietential survey to show the rise in the safety needs scores among these women over the time period of their program, and beyond.

Features and Benefits:

- **Wellbeing Assessment**: Pietential's platform provides NGOs with a wealth of data on wellbeing, allowing them to evaluate the effectiveness of their programs and identify areas for improvement. These online wellbeing surveys are based on Maslow's Hierarchy of Needs and assess five categories: Physiological, Safety, Love & Belonging, Esteem & Contributions, and Self-Actualization Needs.

- **Monitor Population's Average Wellbeing**: Pietential enables NGOs to visualize, track, compare, and monitor the wellbeing of their entire population over any selected time period.
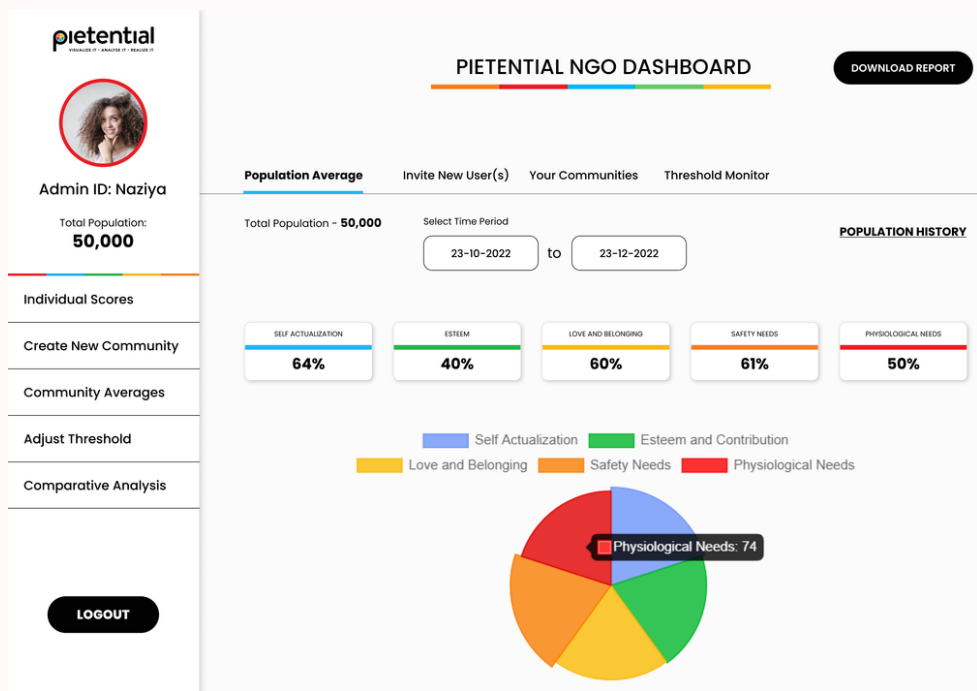

- **Customizable Demographics**: Since every population has a unique demographic makeup, Pietential's platform offers a customizable selection of demographics, allowing NGOs to tailor the data analysis to their specific population.

- **Create Multiple Communities Within Your Population**: With Pietential, you can create communities within your population by selecting any combination of demographics. Once created, you can compare, monitor, and track the average wellbeing of your selected community.

- **Self-Improvement Exercises**: NGOs that use Pietential can also benefit from the platform's in-depth wellbeing improvement exercises if they choose this option. The exercises aim to guide their users towards self-awareness, balance, emotional intelligence, and a sense of togetherness.

- **Adjust and Monitor Threshold**: Pietential allows admins to set and monitor threshold within the five categories of Maslow's Hierarchy of Needs for a given community, individual, or the entire population. This allows admins to monitor the dips in the wellbeing of any particular need serving as an early warning system.

- **Comparative Analysis**: Pietential helps NGOs determine the effectiveness of their initiatives by comparing and analyzing the wellbeing of individuals, demographies, or existing communities at a selected time period.
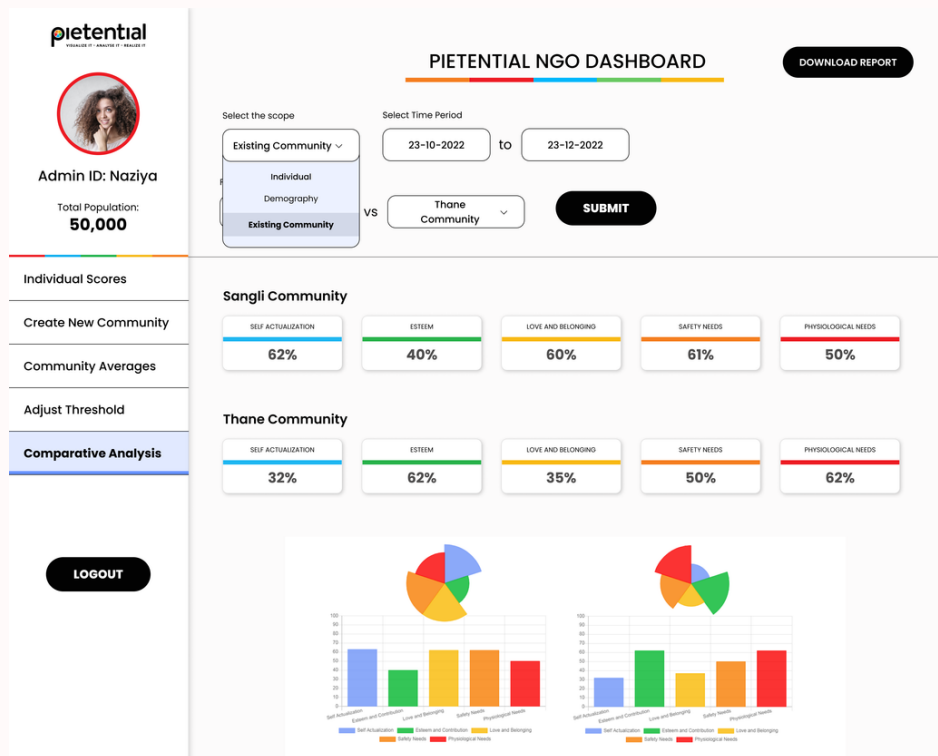
- **Downloadable Reports**: With Pietential NGO, you can generate and download reports of individual, cohort, and population wellbeing. You can also download reports of comparative analysis via custom selection of demographics.

- **Provide Data for Grants and Fundraising**: NGOs must be able to demonstrate the impact of their initiatives on the populations they serve, as they often operate on tight budgets and rely on grants and donations to support their work. By tracking and monitoring changes in wellbeing, NGOs can leverage the data provided by Pietential to demonstrate the success of their programs and use that data to secure new funding sources, and make a case for the renewal of existing grants.

- **Improve the Efficacy of Programs**: By measuring the efficacy of the wellbeing initiatives — reflected in the personal growth of the population's wellbeing — NGOs can also identify which programs have the greatest impact and adjust their strategies accordingly.

- **Insights**: Pietential offers NGOs insights that enable them to track progress toward their unique goals and initiatives. NGOs can use Pietential not only for their population, but also for their employees and volunteers.

- **Promote Wellbeing**: The exercises that Pietential offers can be used to promote self-care and help individuals identify areas where they can make positive changes in their lives. By providing users with tools and resources to improve their wellbeing, NGOs can supplement their own wellbeing initiatives with the Pietential platform.

Conclusion:

NGOs can benefit greatly from using Pietential to track the wellbeing of the people they serve and measure the effectiveness of their programs and initiatives. By using the data provided by Pietential to demonstrate the success of their programs, NGOs can present evidence of success to secure new funding sources and renew existing grants, ensuring that they can continue their important work of supporting communities around the world, all the while offering the populations they serve a wellbeing growth platform.
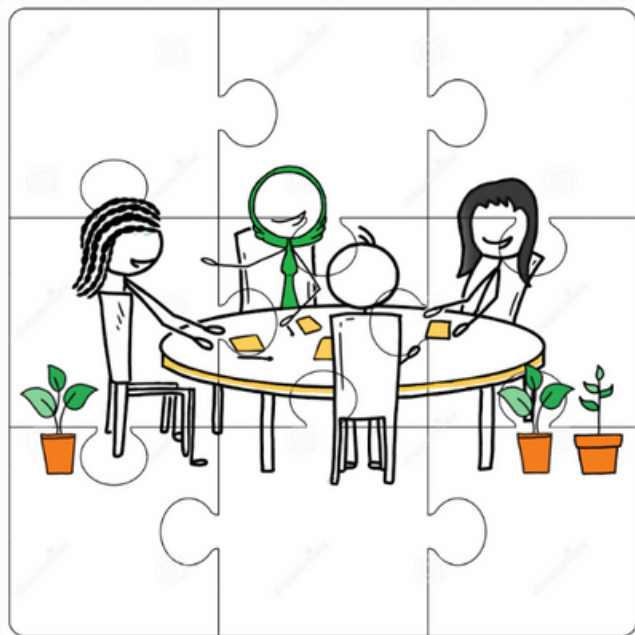
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The Life Balance & Population Wellbeing Realization System