

## **Five Basic Needs**

**By NSD Stacy James**

### **Power and Achievement – The Need to Conquer**

Empowered by an ambitious heart

Achievement is an urgent calling

Highly competitive spirit – not always in competition with others...but competitive in the need to excel

Strives to be the best. That can be #1 or it can be the BEST of yourself – what you want to do

Loves to break records because of the WIN factor

Loves the spotlight, appreciation, admiration and respect

Values relationships that challenge her (if her leadership does not challenge her she may leave)

Has great clarity through the process – clears the path with her determination

Not weighed down by incidentals

Takes the lead without thinking

-Energized by the WIN

\*Can become rigid in her leadership or expectation of others

\*Doesn't usually like messy emotions or complicated situations

\*Can find herself disconnecting and detaching too easily

### **Love and Connecting (Love and Belonging) – The Need of Influence**

Empowered by the influence of affecting another person's heart and/or actions

Has a dedicated interest in how others think, respond and operate

Desires to be immersed in the middle of great, heartfelt communication

Is physically affectionate, easily demonstrates love

Requires physical touch and comforts others with physical connection

Values relationships that stimulate her head, heart and soul

Progress is made through elevating others' belief and understanding

Makes friends easily

-Energized by the ability to influence

-Energized by making a difference

\*Can become too absorbed and sensitive to the needs of others

\*Oversensitivity can complicate the clarity necessary to reach the goal quickly

\*Finds it difficult to detach from unhealthy people or situations

### **Freedom and Choice – The Need for Freedom**

Empowered by an open agenda

Does not respond favorably to rigid rules or strict conformity

Has an innate desire to create her own way. Easily strays from the planned venue

Loves to soar in a positive direction

Desires to control her decisions, her direction and her schedule

Values mature relationships that don't require constant attention (if her leader is too regulated or taught in an absolute manner she will become highly frustrated)

Loves to express herself through her own creative design

-Energized by options

\*Can be perceived as being rebellious or disrespectful

\*Is negatively challenged by a specific strategy, structure or a tracking sheet...

\*Does not like accountability

\*Operates out of the need to be spontaneous – vs. tied down with too many appointments or a long term plan

### **Safety and Security – The Need for Stability**

Empowered by a stable environment

Is not innately impulsive...needs to think things through (if her leader is too spontaneous or not planned out – she becomes anxious)

Values trust and continuity in relationships

Feels most confident and comfortable when there is a known plan

Motivated by the ability to control and create her own future

Feels better to save money, than to spend it

Seeks peace

-Energized by a savings account

\*Can be too cautious – has to think through invitations or decisions with the need to feel comfortable about the roll out

\*Decisions are affected by physical safety – not usually spontaneous

### **Fun and Pleasure – The Need for Adventure**

Empowered by a party

Is motivated by the ability to have fun, conversation and laughter

Does not respond favorably to serious, dull, boardroom conversations

Is drawn to the music – moved deeply by music

Inspired by the opportunity to experience the uncommon, new venues, new adventures

Loves vacations for the experience not necessarily the rest

Willing to work hard in order to have FUN options (if her leader is too demanding of her time, she will begin to feel resentful)

i.e. – comments such as “you have to be at all special events or you are not a good director or team player”.

-Energized by laughter – it has either got to be fun or she will make it fun

\*Is not motivated by workshops or long training sessions unless they are entertaining

\*Schedules several vacations – puts a lot into her schedule that is not interpreted as necessary or even considered goofing off to a “need to conquer” person