

## **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 to Influence**

Empowered by the influence of affecting another person's heart or/ and actions  
Has a dedicated interest in how other's 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 other's with physical connection  
Values relationships that stimulate her head, heart and soul  
Progress is made through elevating other's 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 to 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, then 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 effected by physical safety – not usually spontaneous

### **Fun and Pleasure – 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 for the rest  
 Willing to work hard in order to have FUN options (**if her Leader is too demanding on 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