

# THE HUMAN NEEDS MAP ©



## PRIMARY NEEDS

### **SIGNIFICANCE** (Impact)

The need for significance shows itself in people who behave in ways that tend to make the most impact on those around them. They will typically speak about their accomplishments, their impact on the community, and the way they have contributed to their workplace or family.

Will be drawn toward project, activities and tasks that make them stand out from the crowd, become more memorable, or create a way for them to deviate from the norm in order to be seen as an outlier.

### **APPROVAL** (Reassurance)

Approval need subjects will perform several acts in order to seek approval from others. They will change their position in order to gain approval when someone disapproves of their views.

They will typically ask permission to do things when permission isn't needed. Will often coerce people into giving them compliments in order to make themselves feel good.

### **ACCEPTANCE** (Belonging)

These subjects will exhibit behaviors that draw appreciation and that benefit others. They are interested in actively contributing to the well-being of those around them.

Will show need for social acceptance through conformity (even if it is feigned).

These subjects will be drawn to activities that help others, such as: volunteering, cooking, helping animals, and participating in protests for things they "believe in".

## SECONDARY NEEDS

### **INTELLIGENCE** (Do others view me as intelligent?)

These subjects have a need to be seen as intelligent, and will exhibit behaviors that allude to their intellectual prowess or education.

They will speak about their education, expertise, and how they have assisted others in their endeavors using their intellect. Tying their need to feel intelligent to your goal helps them to automatically align their needs with yours. Ensure compliance by acknowledging their need for power.

### **PITY** (Do people realize how bad I have it?)

Pity subjects seek pity. They will discuss pitfalls, tragedy, misfortune, and annoyances to gain sympathy or support from others. They will express this through stories or conversations wherein they complain about being victimized or having "bad luck". Confirming the severity of their condition is the fastest way to build rapport. It's best to follow their complaints with a brief pause before responding so they feel understood and fully 'heard'.

### **STRENGTH/POWER** (Do others make me feel strong?)

Strength/power needs subjects don't need power, they need to FEEL powerful. This need is primarily fear-based.

Strength-needs subjects will display their power in various ways in conversation and in their lives. In their stories about toughness under fire to speaking about their individual power over their environment; they are trying to communicate their strength so that they can be SEEN as powerful. This is the "tough guy", the "badass" and the "rebel".