



BE UNSTOPPABLE

COACHING



Human Needs

Tool and Worksheet





Human Needs

The Motivating Force for all Decisions and Actions

The foundational framework of human needs and the study of motivation was developed by psychologist, Abraham Maslow, published in 1943 in the paper 'A Theory of Human Motivation' in Psychological Review. Maslow's theory has been the basis of psychological and behavioural studies, helping people to understand what drives human motivation, growth, development and the achievement of their goals.

Human needs highly influence how we communicate with others, the decisions we make and the actions we take. Human behaviour, setting and achieving goals and the basis of one's decisions is motivated by multiple needs simultaneously. Identifying what needs are being met when setting goals is highly beneficial to strengthening intrinsic motivation (the motivation that comes from within, not an external reward) and helping you push through challenges to achieve the outcome that meets those needs.

BE UNSTOPPABLE has developed four focus categories of human needs, which encompass Maslow's hierarchy of needs, in a more effective and targeted tool for personal assessment, understanding our own behaviour and goal setting for improvement and achievement in all life areas.

HUMAN NEEDS - THE MOTIVATING FORCE

ASSURANCE

Basic Survival Needs
Security Needs
Personal Safety
Emotional Safety
Financial Safety



CONNECTION

All Types of Relationships
Love - Personal
Spiritual
Work - Social - Global
Relationships



SIGNIFICANCE

Recognition - Respect
Acceptance - Understanding
Confidence - Individuality
Achievement
Freedom of Choice



FULFILLMENT

Personal Growth
Achieving One's Full
Potential
Contribution to Others





ASSURANCE

Assurance encompasses basic survival needs such as air, water, food, sleep, clothing and shelter, which are fundamental for human survival. Circumstances such as natural disasters, illness and economic volatility may threaten basic survival needs. Assurance also encompasses personal, emotional and financial safety and security. Personal safety and security include being physically safe, with no harm towards an individual's body and environment. Emotional safety and security include the ability to trust others and not have that trust violated, causing emotional distress. Emotional safety and security are an essential human need that influences our psychology and behaviour, which must feel assured for optimum happiness. Financial safety and security include the assurance of having a means to earn an income to pay for basic needs, to provide for yourself and your family, and enjoy the pleasures of life.

CONNECTION

Connection encompasses all types of relationships including love, personal, spiritual, work, social and global. Feeling connected and being part of good relationships are vital to overall health and well-being of all humans, as these relationships enrich our lives, give us purpose and meaning, make us part of something special and give us value. Connection and relationships need effective communication, the ability to listen and understand, the ability to respect other views, the ability to solve problems and to work together on pleasurable and meaningful activities and goals. Connection is being mindful of all sides of the people we are involved with, to ensure we are connecting with them in every way 'they need' to feel loved and valued.

SIGNIFICANCE

Significance encompasses the human need for recognition, respect, acceptance and understanding, with the personal ability for self-awareness, individuality, achievement, confidence, mastery and freedom of choice. We are all unique individuals with different strengths, talents, traits, values and beliefs, which combined make up our uniqueness and the things that make us special. Having high-level self-awareness to recognise and be proud of our uniqueness, taking full ownership of what we have to offer the world, is part of our personal power. Contributing that power to the world, our circle of influence, gives us meaning and a special purpose. Being and showing significance is vital for humans, as all people want to be heard, seen, acknowledged and appreciated. This is an essential human need, as it validates who we are, what we do and how we contribute to the world.

FULFILLMENT

Fulfillment encompasses personal growth, achieving one's full potential and contribution to others. Personal growth is achieved by pushing through our own limitations to consciously grow, learn, develop and become better than we are today, enabling individuals to achieve their full potential in all areas of life. Achieving one's full potential enables individuals to mindfully contribute and help others to do the same, living a value-driven life of positive contribution ... the ultimate personal fulfillment. Fulfillment does not need to be seen as a 'grand' human need that is achieved after decades of life, learning and experience, rather the achievement of small things consistently throughout our entire life, which contribute to the 'grand overall outcome', as we learn, teach, raise families, work and help others achieve their own personal fulfillment.



Human Needs – The Motivating Force

Human needs motivate every decision made about every area in one's life. They are an essential foundation to understand how goals are set, how intrinsic motivation is ignited and how resilient a person needs to be when facing challenges on the way to achieving goals.

Answer the following questions and reflect on what needs you are meeting ...

How do you feel 'assured' in your life? What do you do to meet that need?

What threatens your sense of assurance?

Consider basic, personal, emotional and financial needs.

What goals will you set to work on strengthening and meeting your assurance needs?



What do you do to get or improve connection in your life?

What do you do to nurture love and close relationships in your life?

What threatens your sense of connection?

Consider intimate relationships, family, friends and social/work groups.

What goals will you set to work on strengthening and meeting your connection needs?



How do you demonstrate your own significance?

What things make you feel important, valued, respected and recognised?

What threatens your sense of significance?

Consider other people or organisations, circumstances and negative self-talk.

What goals will you set to work on strengthening and meeting your significance needs?



What do you currently experience that gives you a sense of fulfillment?

What are you doing to positively contribute to others?

What threatens your sense of fulfillment?

Consider personal set limitations, challenging circumstances and uncertainty.

What goals will you set to work on strengthening and meeting your fulfillment needs?
