

Five Basic Needs

Your basic need is God Given...It is threaded into your DNA...

When your need is being met it frees you up to pursue your greatest level of success.

When your need is not being met it causes you to feel as if you are working against a resistance. Swimming against the tide...

You ultimately know your basic need when asked what would make you cry if you had to live without it. Hard to breathe when you think about it...feel that you are suffocating when you are not filling your need

Your need has nothing to do with the height of your success.

Meaning...Most people think that high achievers are Power and Achievement...The need is not your results it is what you need so that you are fueled to live in your Victorious life.

Sometime we assume that a successful person's need is Power and Achievement ...however, it may be something else like safety and security...perhaps you start Mary Kay and begin making a lot of money and once that need is being met, you are able to perform ...And Achieve greatness!

And finally...the ultimate conclusion is realizing that whatever their basic need is...Their MK business can fill it. Power and Achievement, Love and Connection, Fun and Pleasure, Safety and Security and Freedom and Choice...All work...fed by our culture...purposely so that ALL women can rise and succeed!!!!

The two most predominate Needs are Power and Achievement and Love and Connecting...

If people cannot figure out what their need is even when asked "what would make you cry" You can bring them down to choosing either Power and Achievement or Love and Connecting. That step will help them to get closer to their dominate need. Once they decide on either one of those. Then they can go through the others and cross off which ones they know they are absolutely not. It helps them to narrow it down.

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 leadership 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 leadership 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 leadership is too demanding on her time..she will feel resentful) i.e. – 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