

# THE HUMAN NEEDS MAP



## PRIMARY NEEDS

All of us have primary needs. In conversation, you'll hear someone reveal their needs through their language. These aren't the type of human needs you'll see in school. The needs listed below directly relate to a large 'behavior lever' that can be used to create behavior change if used with care.

### APPRECIATION

These subjects will exhibit behaviors that tend to benefit others, improve other's environments or enhance the well-being of those around them. This need to feel appreciated will drive their behaviors without their knowledge to seek appreciation from people around them.

### ACCEPTANCE

The difference between these subjects and appreciation-seekers is in the subject's willingness to change their behavior, speech, mannerisms and dress to be accepted by a group or culture.

### APPROVAL

These subjects will perform several acts in order to seek approval from others. They will change their position in order to get approval when someone disapproves of their views. They will typically ask permission to do things when it is not needed and will sometimes coax or coerce people into giving them compliments in order to feel good.

## SECONDARY NEEDS

Secondary needs are critical 'behavior levers' that can be used to control behavior. When you identify a secondary need, you've exposed hidden desires that people want to keep private.

### INTELLIGENCE

Subject has a need to be seen as intelligent and will exhibit behaviors that elude to education, facts and academic achievements. Confirming their intelligence, knowledge and skill will create a memorable experience. Invalidating or questioning it can cause anger and break rapport quickly.

### PITY

Pity-seeking subjects will discuss pitfalls, tragedy and misfortune to gaining sympathy and support. They typically express this through stories that involve being victimized or simply having 'bad luck'. Confirming the severity of their condition is the fastest way to build rapport. It's best to follow their stories with a brief pause before answering so they feel you understand.

### ADMIRATION

Subjects will behave in ways to harvest envy from others with their property, achievements and life circumstances. Resist the urge to judge them, and make sure you acknowledge their status, even if it's only briefly, to gain rapport and comfort during conversation.

### POWER

Power-seeking subjects don't need power. They have a need to FEEL powerful, and for others to SEE them as such. Acknowledging their power is a quick way to assure compliance. Tying their power and strength to your goal helps them to automatically align their needs with yours.

### USING THE MAP

The Needs map was not made to be an academic study on human needs. It's meant to illustrate how human behavior can be shaped and steered. Most of our decisions in life are governed by one of the needs above. These needs are also directly associated with specific fears and insecurities that are listed in The Ellipsis Manual.

Use The Needs Map to identify needs, and expose people's hidden control levers that can be used to change their behavior. Listen for needs when people speak. Every time you hear someone speak, they will have small, exposing phrases that expose their hidden needs. Think about what they want to be seen as, AND what they want to avoid in their lives.