

List of Human Needs

<u>Need</u>	<u>Brief Description</u>
Achievement	Need to overcome obstacles and challenges. To aspire to accomplish difficult tasks; to maintain high standards. To work hard to achieve goals. To respond positively to competition. To put forth extra effort to achieve and maintain excellence.
Affiliation	Need to form friendships and associations. To enjoy being with friends and people in general, and to accept people readily. To cooperate. To enjoy joining and being with groups.
Aggression	Need to belittle, harm, blame, ridicule, or accuse another. To start arguments. To be willing to hurt others to get one's way. To have a tendency to "get even." To be overly competitive. To be sadistic.
Autonomy	Need to resist influence or coercion. To break away from restraint, confinement, or restrictions of any kind. To enjoy being free, unattached, and not tied to people, places, or obligations. To resist authority. To seek independence.
Competition	Need to be involved in competitive activities. To win. To beat someone else. To do anything to win.
Conservativeness	Need to hold on to what one has. To refrain from losing what has been gained. To avoid change because it is change. To stick with tradition and past values, beliefs, opinions, and practices.
Control	Need to have control over as many things that affect one's life as possible. To avoid delegating responsibility or tasks to others. To keep work, information, and decision-making under one's control. To control all possible variables in an attempt to make life predictable and free of surprises.
Contrariness	Need to act differently from others. To hold unconventional views. To be contrary. To take a stand opposite from others merely for the sake of being different. To argue just for the sake of arguing.
Cooperation	Need to cooperate. To be a team player. To help others. To be fair. To seek win-win agreements. To build consensus.
Creativeness	Need to seek and enjoy aesthetic impressions and experiences. Artistic. Imaginative. To the creative process and building or designing things. To enjoy participating in and experiencing music, dance, theater, or art. Enjoy problem solving.
Defensiveness	Need to defend oneself against any blame or real or imagined belittlement. To justify one's actions. To offer excuses and explanations. To resist probing. To interpret other people's comments, no matter how innocent, in the most personal, negative way possible.
Deference	Need to admire and willingly follow a superior or another person. To cooperate with a leader. To serve gladly. To defer to others in most things.
Dominance	Need to seek power. To attempt to influence and control others. To persuade, prohibit, or dictate. To lead or direct. To express opinions forcefully. To try to organize and lead groups. To be political and gain power through political means.
Entrepreneurism	Need to start something new. To build from the ground up. To take big risks in order to win big.

Endurance	Need to work long hours. Not to give up easily on problems, even in the face of great difficulty. To be patient and unrelenting in one's work habits.
Exhibition	Need to attract attention to one's self. To excite, amuse, shock, or thrill others. To be dramatic or funny.
Impulsiveness	Need to act on the spur of the moment and without deliberation. To make decisions too quickly. To give vent readily to feelings and desires. To speak freely—may be volatile in expressing emotions.
Insecurity	Need to be emotionally insecure. To have low self-esteem. To seek aid, protection, or sympathy. To constantly seek advice, affection, attention, and reassurance. To be dependent and to feel insecure or helpless. To confide difficulties and insecurities to a receptive person.
Novelty	Need to seek new experiences. To change for the sake of change. To seek variety and excitement. To prefer things because they are new and/or different.
Nurturance	Need to nourish, aid, or protect someone else. To give sympathy and comfort. To assist whenever possible. To give a helping hand readily and to perform favors for others.
Order	Need to arrange, organize, and put away objects. To be tidy and clean. To be scrupulously precise and orderly. To be interested in developing methods to keep materials and effects methodically organized.
Play	Need to relax, to amuse oneself. To seek diversion and entertainment. To have fun and love to play games. To laugh and joke.
Recognition	Need to receive praise and commendation. To receive attention and to gain approval. To crave appreciation. To earn praise. To seek and display symbols of status.
Risk-avoidance	Need to avoid failure, shame, or any possibility of loss. To take precautionary measures. To cover up anything that looks like a failure and often to have an unreasonable, obsessive fear of failure.
Risk-Taking	Need to enjoy taking risks for the hope of big rewards. To gamble on long-shot odds with large payoffs. To court danger, live near the edge. To be a daredevil.
Understanding	Need to analyze and understand many areas of knowledge. To be intellectually curious. To be fascinated with ideas. To desire to have all the facts and gain as much knowledge on a subject as possible.