

## How To *Positively* Meet Your Needs

Hello Achiever!

I've been going through some HUGE personal growth lately and I've discovered something about myself that I wasn't previously aware of. What? Let's just say that I've re-adjusted my sights on what it means to be successful and finally gotten my goals aligned with my values. We are going to be talking a lot about values, goals, and needs because it's the backbone of what drives your behavior. People seem to focus on staying motivated but it doesn't last and you're about to learn one of the reasons why.

There are six universal needs that all people seem to have and we strive to meet these needs on a daily basis. In fact, everything we do is backed by the unconscious desire to meet a specific need. How we meet these needs is irrelevant to your Subconscious mind. They can be met in a positive (useful) or negative (un-useful) manner, but they will be met. I give Anthony Robbins full credit for the following model, since it is based on his Human Needs Psychology model...

**Here are the six human needs. The first four are personality driven. The last two are necessary for you to feel spiritually fulfilled...**

1. The need for Certainty/Comfort
2. The need for Uncertainty/Variety
3. The need for Significance
4. The need for Connection
5. The need for Growth
6. The need for Contribution

At first, these needs may seem to contradict each other. However, they actually work off of one another. How you meet these needs can be the difference between Heaven and Hell on Earth. I cannot possibly explain in detail how deeply these needs affect you, but I will give you some things to think about.

1. **The need for CERTAINTY/COMFORT.** We all have a need to feel certain. We want to know that we are safe, that everything is going to be okay, and that we can have the kind of life we desire. Met in a positive way, professionals can make themselves feel certain by focusing on taking action and developing their skills. Those who convince themselves that the future is bleak and no amount of action will change that are actually meeting their need for certainty in a negative way. Thinking that your efforts won't matter gives this person an excuse not to take action. Procrastinating can become quite a comfortable place if you stay there too long.

2. **The need for UNCERTAINTY/VARIETY.** Variety is the spice of life! If you get too certain of things, you'll get bored. Would you still have fun at the movies if you knew the end of every movie? Probably not. Would your life be as fun, then, if you knew how everything was going to turn out? Probably not. Because every day of your life is an adventure, it makes it exciting. Embracing life in this way is a positive way to meet the need of uncertainty. Some, however, will meet this need for uncertainty by continually taking unwise risks, fantasizing about other's when you're in a committed relationship, or frequently losing your temper.
3. **The need for SIGNIFICANCE.** People need to feel important. Everyone wants his or her 15 minutes of fame. To feel significant, we need to feel like what we do matters. Met in a positive way, we can provide unbelievable value to our clients and customers. Met in a negative way, people will attempt to make themselves look better at the expense of others.
4. **The need for CONNECTION.** Everyone needs to feel as though they share a connection with other human beings. No man or woman is an island. We need companionship, communication, love, validation, and physical touch. Met in a good way, we can connect with those around us by making others feel Listened to, Understood, and Validated (LUVed). Met in a negative way, we often act aggressive or passive-aggressive in an attempt to get attention from those we want to connect with.
5. **The need for GROWTH.** In order to feel truly fulfilled in life, it's important to continually seek to better your self. Every time someone close to me has a birthday, I ask him or her the same question. Are you growing old or are you older and growing? As Wayne Dyer says, "Strive to be better today than you were yesterday and strive to be better tomorrow than you are today!"
6. **The need for CONTRIBUTION.** To be spiritually fulfilled, people need to feel as though their life has purpose. Whether it the financial contributions that you make to your favorite charity or the contribution of time that you dedicate to your children, this need for contribution must be met.

So here is the million-dollar question..*How do you meet your needs in a positive way?*  
Take the first step and give us a call to schedule your free consultation. You'll be glad you did!

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**PS.** Get this book. It's a **MUST READ!** No it's not mine, however those are very good books as well. This book is entitled, **Self Deception And Leadership: Thinking Outside The Box.** It's produced by the Arbinger Institute and it's one of the most life-changing books I've ever read! Order it today and find out how to overcome your own self-deception! Greater happiness truly is a book away...

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