



## **THE 5 BASIC NEEDS**

- What are the basic needs & how is it different than Love Languages, DISC, Strengthsfinders?
- Why does it matter?
- What are they?
- What does it look like when it's not being met?
- How do we meet our needs?
- How does it affect others?
- Why is Mary Kay so amazing?
- How can I affect my own relationships to stack the cards in my favor?



## WHAT DRIVES MY DECISIONS?

### BASIC NEED #1:

- Words That Resonate:** Fun, Laugh, Audience, Celebration, Party, Spotlight, Recognition, Exciting, Performance, No Rules, Flexible, Spontaneous, Impromptu, Explore
- Empowered/Energized By:** Experiences & Laughter
- ❖ Will work hard in order to play hard
  - ❖ Motivated by the ability to have fun, conversation, laughter on a daily basis
  - ❖ Drawn to music
  - ❖ Inspired by the opportunity to experience the uncommon, new places, venues, experiences
  - ❖ Loves to get away, vacations - but for the adventure not to rest
  - ❖ Loves to explore, theme parties, spontaneous opportunities for fun
- Stressed/Frustrated By:** Monotony, Have To's, Lack Of Resources
- ❖ Serious, dull, boardroom conversations
  - ❖ Workshops or long training sessions unless they are entertaining
- When Need Is Met:** Has the Midas touch, is passionate, excited to get to work, effective
- When Need Is Not Met:** Question why they are doing something. Becomes resentful. Checks boxes, feels spent, lost or bored
- Meet her need in MK:** Talk parties or experiences not "classes". Themes, Time with her, Skits
- Challenge:** Sometimes they forget they are running a business. Lack of results
- Daily Question:** *What am I looking forward to today?*

## **BASIC NEED #2:**

**Words That Resonate:** Connection, Trust, Relationship, Others focused, Support, Mentor, Genuine, Caring, Loving, Community, Stand in the Gap, Sisterhood, Family, Gather

**Empowered/Energized By:** Opportunity to influence others, Make a difference

- ❖ Has a dedicated interest in how others think, respond and operate
- ❖ Loves deep, meaningful conversations
- ❖ Wants to have a passion for everything
- ❖ Loves to influence another to shift, change, move, excel (like Oprah)
- ❖ Can be physically affectionate, comforts others with physical connection
- ❖ Values relationships that stimulate her head, heart and soul & makes friends easily
- ❖ Progress is made through elevating others' belief and understanding
- ❖ Group oriented
- ❖ Loves girlfriend time & MK sisterhood

**Stressed/Frustrated By:** No platform to influence. Voice not being heard. Not sure if what she does matters.

**When Need Is Met:** Happy when connecting with people. She is confident that someone cares about her deeply and there is someone you care about too.

**When Need Is Not Met:** They doubt themselves. Can become too absorbed and sensitive to the needs of others..complicates the performance. Pulls back. Tends to dominate a conversation.

**Meet her need in MK:** Show her how her activity can give her a platform to influence & make a difference. Give her a place to contribute. Acknowledge her

**Challenge:** Can hang onto people too long - cannot detach emotionally.  
Can become too absorbed and sensitive to the needs to others  
Oversensitivity can complicate the clarity necessary to reach the goal quickly

**Daily Question:** *Who will I impact today? Who will I encourage today?*

## **BASIC NEED #3:**

**Words That Resonate:** System, Process, Security, Steps, Simplicity, Consistency, Routine, Safe, Proven, Tested, Guidelines, Professional, Expert, Stability

**Empowered/Energized By:** Stable Environment, Knowing what to expect, Savings account

- ❖ Is not innately impulsive...needs to think things through
- ❖ Values trust and stability in relationships (Betrayal can be debilitating)
- ❖ Motivated by the ability to control and create her own future
- ❖ Feels better to save money than to spend it.
- ❖ Seeks Peace
- ❖ Prefers certainty, Knowing what to expect, being given direction, stability, planning, home
- ❖ Tends to follow rules
- ❖ Thrives when there is a process
- ❖ Focus on 1 step at a time
- ❖ Thrives when there's a known plan
- ❖ Will be consistent and follow the proven path

**Stressed/Frustrated By:** Unexpected changes, uncertainty, no margin, instability, what if

**When Need Is Met:** At peace, is able to take bigger risks & leaps of faith

**When Need Is Not Met:** Anxious, Panics, Plays small

**Meet her need in MK:** Step by step, structure & details. When change happens, explain benefits & say "it'll be ok". Give her bite sized goals.

**Challenge:** Can become stagnant. Help her to visualize. Can be too cautious

**Daily Question:** *What can I expect today?*

## **BASIC NEED #4:**

**Words That Resonate:** Success, Record Breaking, Achievement, Advanced, Mastered, Victory, Exceptional, Best, First, Most, Powerful, Champion, Beast, Resilient

**Empowered/Energized By:** An Ambitious Heart, The Win

- ❖ Achievement is an Urgent calling
- ❖ Highly competitive Spirit (can be with self or others)
- ❖ Loves challenges. When they are winning, they'll move from one challenge to another quickly
- ❖ Strives to be the best.. at the top ..#1, loves to break records, be the 1<sup>st</sup>, receive the recognition
- ❖ Often loves the spotlight, appreciation, admiration and respect
- ❖ Values relationships that challenge her
- ❖ Has great clarity through the process- clears path with determination, not slowed down by details
- ❖ Takes the lead without thinking
- ❖ Things that can meet your need...promotions, awards, good grades & praise, being in charge of self or others, competition, sports, gain respect, completion of tasks
- ❖ She often thinks...what's next? Has anyone ever...superlatives...highest, fastest, longest, first
- ❖ Competent & confident

**Stressed/Frustrated By:** No finish line to cross. Lack of opportunity. Being part of the crowd.

**When Need Is Met:** Inner peace, competent & confident

**When Need Is Not Met:** They feel under-utilized, like a well that hasn't been tapped. Does nothing if she's not winning. Will often leave and do something else

**Meet her need in MK:** Give her lots of opportunities to win. Short term goals. Plan for it in your unit by giving everyone a place to play in June..something to go after. Recognition of accomplishments

**Challenge:** She can lose sight of the purpose or be insensitive to others. Only 2 speeds. On & off

**Daily Question:** *What finish line can I cross today? How will I know today was productive?*

## **BASIC NEED #5:**

**Words That Resonate:** Independence, Autonomy, Flexible, Create, Self-reliant, Solution-finder, Spontaneous, Partner, Resourceful, Choice, Decision-maker, No Rules, Free, Make a way

**Empowered/Energized By:** Open Agenda, Freedom

- ❖ Freedom to choose
- ❖ 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
- ❖ Loves to express herself through her actions and her agenda

**Stressed/Frustrated By:**

- ❖ Rigid rules or strict conformity. Follows rules only if it makes sense to them.
- ❖ Structure has to give them choices
- ❖ Being micromanaged
- ❖ Being told what to do or what she HAS to do
- ❖ Need to, have to, must, always, never
- ❖ Being told..the only way is...this is how it's always been done
- ❖ Accountability

**When Need Is Met:** Has energy, super high belief, passionate, more willing to get out there

**When Need Is Not Met:** She feels suffocated, claustrophobic, trapped. Can get thrown off-course easily. Can't breathe, low energy, isolates self. Can appear to be rebellious

**Meet her need in MK:** Have clear vision/destination and allow them to come up with their own solutions and path. Don't tell them they "have to" do anything! Space

**Challenge:** Can get lost on tangents. Sometimes hard to stay focused. Doesn't seem like a team player. Can seem rebellious

**Daily Question:** *What options do I have today?*

## STRESSOR BEHAVIORS:

- Finds somewhere else to win
- Shuts down
- Small issues become major issues
- Withdraws & isolates
- Anxiety rises
- Discouraged
- Over critical
- Over competitive
- Frustrated with other people's behavior
- Frustrated with other people's efforts
- Frustrated
- Neglects planning in advance
- Procrastinates on decisions
- Fear of messing up elevates
- Paralyzed and does nothing
- Disregard for details
- Argumentative
- Gets irritated easily
- Resists authority
- Blames others
- Combative
- Unrealistic expectations
- Resists direction from others - gets defensive
- Self-critical
- Outspoken
- Demands special attention
- Takes offense easily
- Restless
- Distrustful
- Hopelessness
- Apathy
- Resentful
- I'll do it myself
- The world is out to get me

➤ *What is your most obvious Stressor Behavior(s)?*



## HOW AM I WIRED TO MAKE DECISIONS?

### 5 Basic Needs Assessment

Each column includes 5 traits, descriptions, values, or needs. Working from top to bottom, rank the traits listed within each column so they are in order of MOST likely to LEAST likely to describe you or influence your decisions. **1 is MOST likely to describe you or affect your decisions, and 5 is LEAST likely.** Total up each row to the right and circle the LOWEST total

1	2	3	4	5	6	7	8	9	10	TOTALS
Confident _____	Champion _____	To Lead _____	Competent _____	Achieve _____	Self-Motivated _____	To Win _____	Record Breaker _____	Challenge _____	Conquer _____	
Supportive _____	Mentor _____	Harmony _____	Others-Focused _____	Belong _____	Contribute _____	To be Heard _____	Groups _____	Connection _____	Influence _____	
Independent _____	Solution-Finder _____	Autonomy _____	Self-reliant _____	Flexibility _____	Spontaneous _____	Choices _____	Freedom _____	Create own path _____	Options _____	
Steady _____	Consistent _____	Step by Step _____	Loves the Process _____	Routine _____	Dependable _____	Be in control _____	Safety _____	Certainty _____	Stability _____	
Creative _____	Entertaining _____	New Things _____	Playful _____	Party _____	Excitement _____	To have Fun _____	Recognition _____	Experiences _____	Adventure _____	