

E. PERRY GOOD'S 5 BASIC NEEDS OF EVERY PERSON

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1. Power/Achievement: This person loves a challenge and loves to break records. They want to do the most and be the best. When they are not being challenged in a particular area of their life (Mary Kay), they will channel all their energy into another area of their life.

NSD example: Gloria Mayfield Banks

2. Love/Belonging: This person loves people. They are others focused. They will do for others what they won't even do for themselves. They are rescuers. They have a save-the-world mentality. You need them to be mentors with survivors. They need to learn to let go and become great at it.

NSD example: ?

3. Freedom/Choice: This person loves independence. They hate to be micromanaged. They want to create their own path. They are good listeners; it allows them to figure out their own way. They will take and recreate. They start off well, but they can get off in the wrong direction. Choose your battles with them (Weekly Accomplishment Sheets). They are often perceived as difficult and not a team player, although not true.

NSD example: Stacey James

4. Safety/Security: For this person, everything has to have a process. They never quantum leap. They take it one step at a time, never missing a step. They are slow-to-change, but they can move fast as long as the process doesn't change. If the process changes, it messes them up. They are consistent and will follow a proven path. During times of company change, you can lose them. Keep them after the meeting to help them and explain to them how to fit the change in. They need small, achievable challenges, as big ones will overpower them.

NSD example: Lisa Madsen

5. Fun/Pleasure: This person is the life of the party. They are people magnets. They forget they are running a business, so the results/purpose can be missed.

NSD example: Jan Thetford

*Every person has all 5 needs, and they can change over time.

*The goal is to identify your #1 need, which relates to what motivates/drives you

*Don't assume you know what another person's #1 need is; have them tell you and work with them there.

*Sometimes we can live a less-than-powerful life because we are trapped in a role that doesn't meet our #1 basic need.

*You can get locked into something you're really not because of others' perceptions of you.

*Are you living in your #1 need? This is where you will thrive.

*This isn't your personality; you can cross-reference this with that and other things (spiritual gifts, love languages, etc.)

*Questions to ask to help you figure yours out: Why do you want to do what you are doing? If _____ were taken away, would you feel as if you were dying?

*The better you know people, the more power you have to help them reach their potential!

*Your level of confidence can/will affect your #1 need.