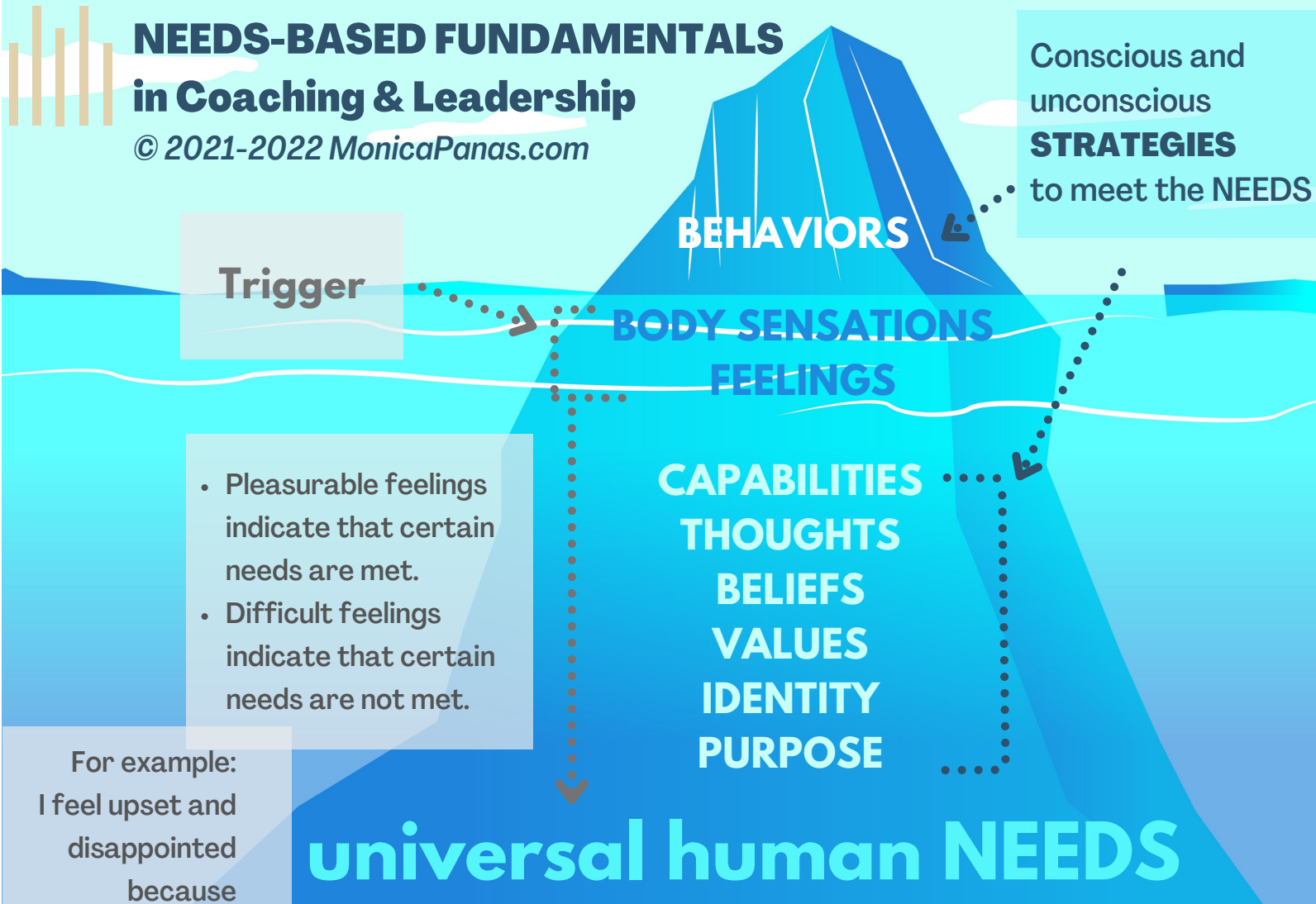


NEEDS-BASED FUNDAMENTALS in Coaching & Leadership

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Recognizing needs

- When we recognize our needs, we can choose to take care of them in new creative ways.
- When we recognize and consider the needs of other people, we connect with them in a meaningful way.

Basic principles

- 1) Needs are universal and common for all human beings.
- 2) Everyone's Needs are equally important.
- 3) There is always a positive intent behind every Strategy – an attempt to meet certain Needs.
- 4) People differ on the level of Strategies and unite on the level of Needs.

Primary Self-Understanding

Grounded Presence

Connection across Differences