



# UNDERSTANDING HUMAN BEHAVIOUR...

## LISTEN BEYOND WHAT PEOPLE DO OR SAY BY FOCUSING ON NEEDS

*Human behaviour is complex. Trying to understand what others do and why they do it can be very confusing and frustrating when we don't see the reasoning behind some of their choices.*

*Understanding each other at the level of needs creates connection.*

*When we focus on needs, without interpreting or conveying criticism, blame, or demands, our deeper creativity flourishes, and solutions arise that were previously blocked from our awareness. At this depth, conflicts and misunderstandings can be resolved with greater ease.*

*Once we start listening to each other at this deeper human level, the similarities between us outweigh the differences.*

### **Helpful questions to do this are:**

- What do they care about...
- What matters to them...
- What do they really value...
- What do they really wish for...



## GET IN CONTACT

*Connect with Sandy on*



*Facebook*



*LinkedIn*



*Instagram:*



*or apply to be coached  
by Sandy*

*Sandy Perrin*

# USE THIS LIST TO IDENTIFY NEEDS...

## *Resources* *Physical Needs*

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Air/Food/Water  
Comfort, Ease  
Consistency  
Health  
Movement, Exercise  
Privacy  
Respectful physical  
contact  
Rest/Relation  
Safety, Security  
Supplies  
Time, Efficiency

## *Accountability* *Integrity*

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Authenticity  
Contribution  
Effectiveness, Progress  
Feedback, Tracking  
Honesty  
Humility, Self-reflection  
Morality  
Quality  
Reliability  
Self-worth  
Sincerity

## *Integration* *Interdependence*

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Acceptance  
Appreciation  
Clarity  
Closeness  
Community  
Compassion  
Connection  
Consideration  
Cooperation  
Emotional Safety  
Empathy  
Harmony  
Inclusion  
Intimacy  
Love  
Reassurance  
Respect  
Support  
Trust  
Understanding  
Validation  
Warmth

## *Authority Empowerment*

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Autonomy  
Choice  
Co-creation of strategies  
Collaboration  
Discipline  
Freedom (emotional,  
spiritual, physical)  
Individuality  
Solitude

## *Communication Mental Needs*

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Awareness  
Clarity, Direction  
Decision Making  
Discernment  
Reflection  
Stimulation, Challenge

## *Self-Expression Creativity*

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Creating, Generating  
Growth, Progress  
Learning, Mastery  
Meaning  
Play, Fun, Laughter  
Teaching

## *Self-Alignment Natural Energy*

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Beauty  
Equality, Mutuality  
Harmony, Peace  
Inspiration  
Order  
Purpose, Meaning  
Respect

## *Marking of Transitions Celebrating Beginnings*

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Ceremony/ Rituals  
Delight  
Enjoyment  
Excitement  
Healing  
Humor  
Passion

## *Acknowledge Endings*

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Accept learning  
Accept limitations  
Acknowledge regrets  
Grieve dreams unfilled  
Mourn lost relationships

# About Me...



My name is Sandy and I am a Certified Communications Coach and Trainer.

I have dedicated more than 10 years of my life to helping people transform how they connect with others.

It is incredibly rewarding for me to share with people the best conversational wisdom, beliefs, practices, and knowledge to help them become more confident and skilled at having open, honest, and authentic conversations.

I believe your conversations are the force that drives your fulfillment and success in every aspect of your life - from your career and business partnerships to your love life.

**YOUR CONVERSATIONS CREATE YOUR LIFE**  
**- AND EVERYTHING IN IT!**

Sandy  Perrin