How Your 6 Basic Human Needs Affect Your Leadership Style

BASE LEVEL NEEDS

Certainty

Leaders who demand certainty are likely to lead risk-averse organizations where creativity and innovation are stifled.

Unstuck Leaders know that their job is to give employees certainty within uncertainty in the form of values, purpose and vision.

Variety

Leaders with a high need for variety can be exhausting to work with as they leap from project to project. They change their minds rapidly and constantly, leaving employees trying to keep up.

Unstuck Leaders love variety too. They're interested in people and ideas. They never stop learning. In other words, they channel their need for variety into growth.

Significance

Leaders who are attached to significance are unable to see beyond their own needs, resulting in blind spots and poor decision making.

Unstuck Leaders are curious and are more interested in an idea than taking credit for coming up with it.

Love & Connection

When a leader needs to be loved, it affects their ability to make decisions, as they are easily manipulated by shrewd players. When not feeling the love, these leaders can become vindictive.

Unstuck Leaders focus on connection, not love. They make an effort to understand those they work with and are deeply empathetic. This creates loyal employees and greater talent retention.

HIGHER NEEDS

Growth

Growth is a higher form of variety seeking. Variety is about happiness. It's fleeting Growth is about fulfillment. It's lasting.

Unstuck Leaders are always in growth mode and encourage team members to invest in self-growth as well. The company becomes a learning organization. Creativity, innovation and teamwork flourish.

Contribution

When we focus on something beyond ourselves, most of our problems and sources of pain become less significant.

Unstuck Leaders broaden their focus to helping others thrive. In doing so, they give themselves the only form of certainty that matters – the certainty of knowing they're living the life they were meant to live.