

# HUMAN NEEDS

Trying to explain human  
behavior...the how &  
why of why we do what  
we do

# William Glasser

“If you want to change attitudes, start with a change in behavior.”

“I have noticed that happy people are constantly evaluating themselves, and unhappy people are constantly evaluating others.”

# Glasser's Choice Theory

- All we do is behave
- Almost all behavior is chosen
- That we are driven by our genes (innate) to satisfy five basic needs: survival, love and belonging, power & control, freedom & choice, and fun & learning

5 Basic Human Needs

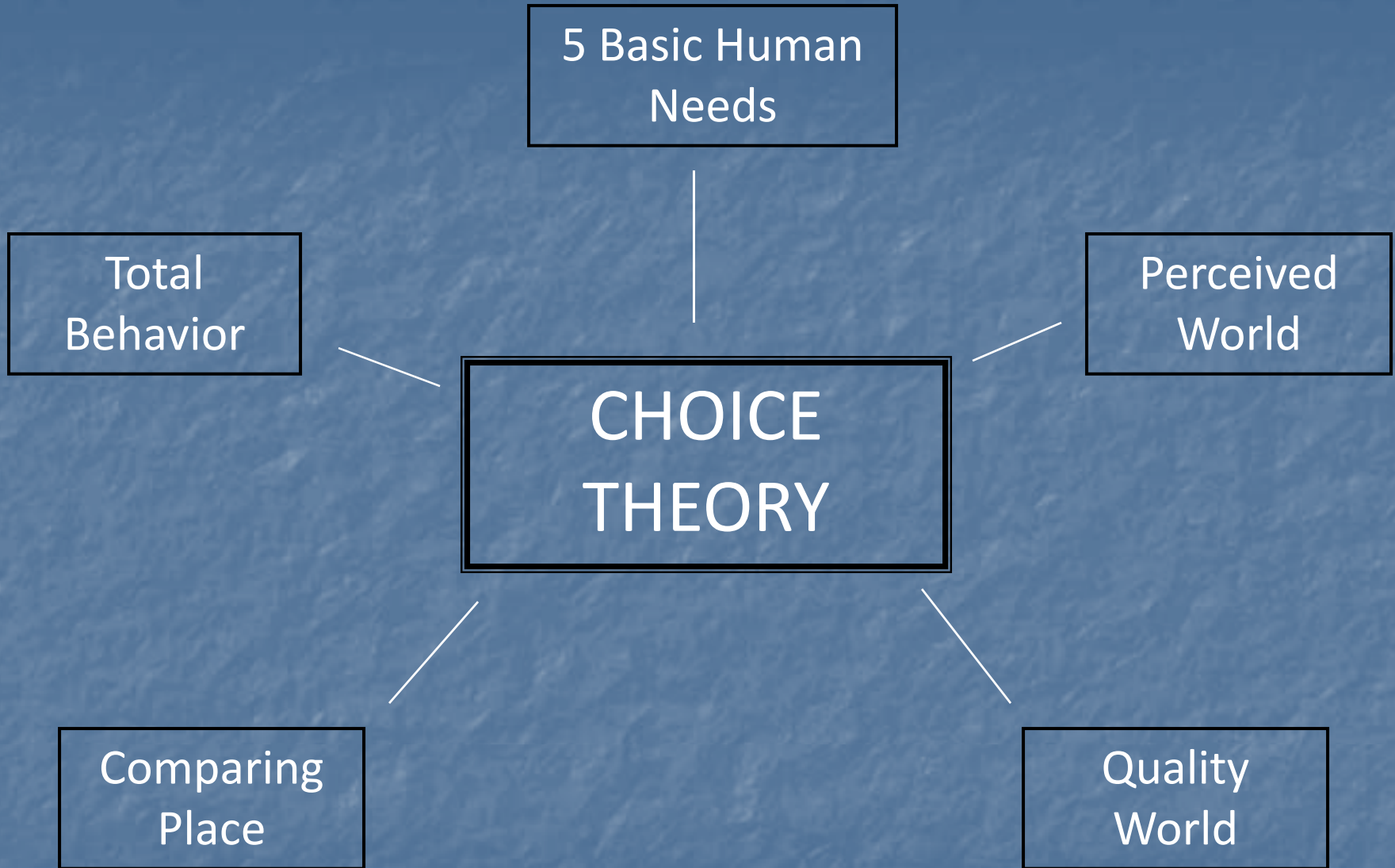
Total Behavior

Perceived World

CHOICE THEORY

Comparing Place

Quality World





# Basic Needs

- Love and Belonging
  - Survival
  - Power & Control
- Freedom & Choice
  - Fun & Learning

# Basic Need: Love & Belonging

## Psychological Need

- Friendships, Social Connections
- Give & Receive Affections
- Share, cooperate, Feel part of a group



Basic Need: Survival

Physiological Need

- Food, Water
- Shelter, Warmth
- Safety

# Basic Need: Power & Control

## Psychological Need

- To achieve and be recognized for it
- To be competent, Skilled, “Able”
- Self-Esteem, Self-Worth
- Empowerment
- To be listened to





# Basic Need: Freedom & Choice



## Psychological Need



- To be independent, feel unrestrained
- To be autonomous (move around)
- To have & make choices
- To have control of the direction of one's life

# Basic Need: Fun & Learning

## Psychological Need

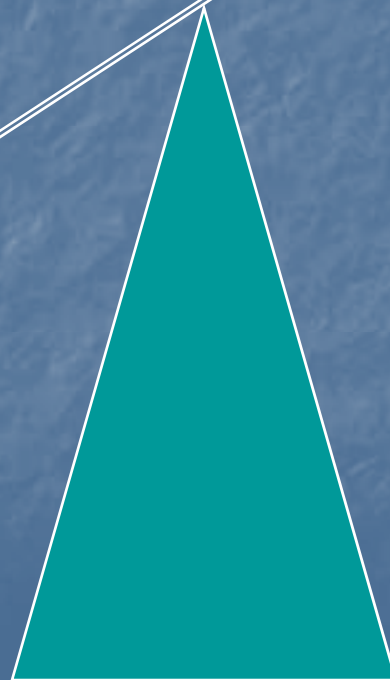
- To find pleasure & enjoyment
- To play
- To laugh
- To learn life skills from “playing”

# Basic Needs

Love & Belonging is a requisite to meet any other need = it outweighs all other needs!

Survival  
Power & Control  
Freedom & Choice  
Fun & Learning

Love &  
Belonging



# The Ten Areas of Choice Theory

1. The only person whose behavior we can control is our own.
2. All we can give another person is information.
3. All long-lasting psychological problems are relationship problems.
4. The problem relationship is always part of our present life.
5. What happened in the past has everything to do with what we are today, but we can only satisfy our basic needs right now and plan to continue satisfying them in the future.
6. We can only satisfy our needs by satisfying the pictures in our Quality World.
7. All we do is behave.
8. All behavior is Total Behavior and is made up of four components: acting, thinking, feeling and physiology.
9. All Total Behavior is chosen, but we only have direct control over the acting and thinking components. We can only control our feeling and physiology indirectly through how we choose to act and think.
10. All Total Behavior is designated by verbs and named by the part that is the most recognizable.



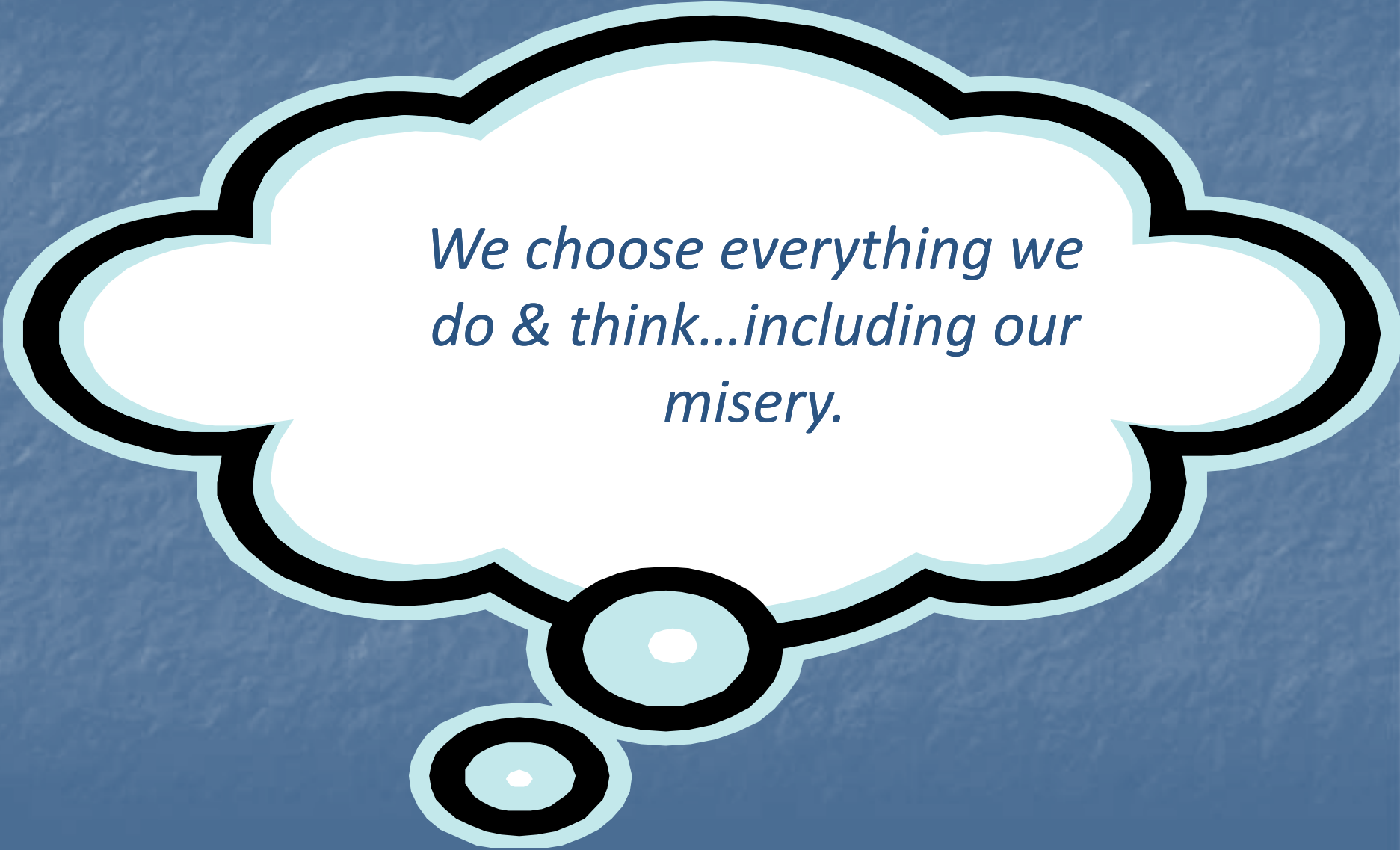
# Total Behavior

- To satisfy the basic needs = Behavior
  - Doing (i.e. walking, talking, etc.)
  - Thinking (i.e. reasoning, outlook)
  - Feeling (i.e. anger, victim)
  - Physiology (i.e. sweating, headaches)
- Total Behavior is chosen
  - Direct control = acting and thinking
  - Indirect control = feeling and physiology

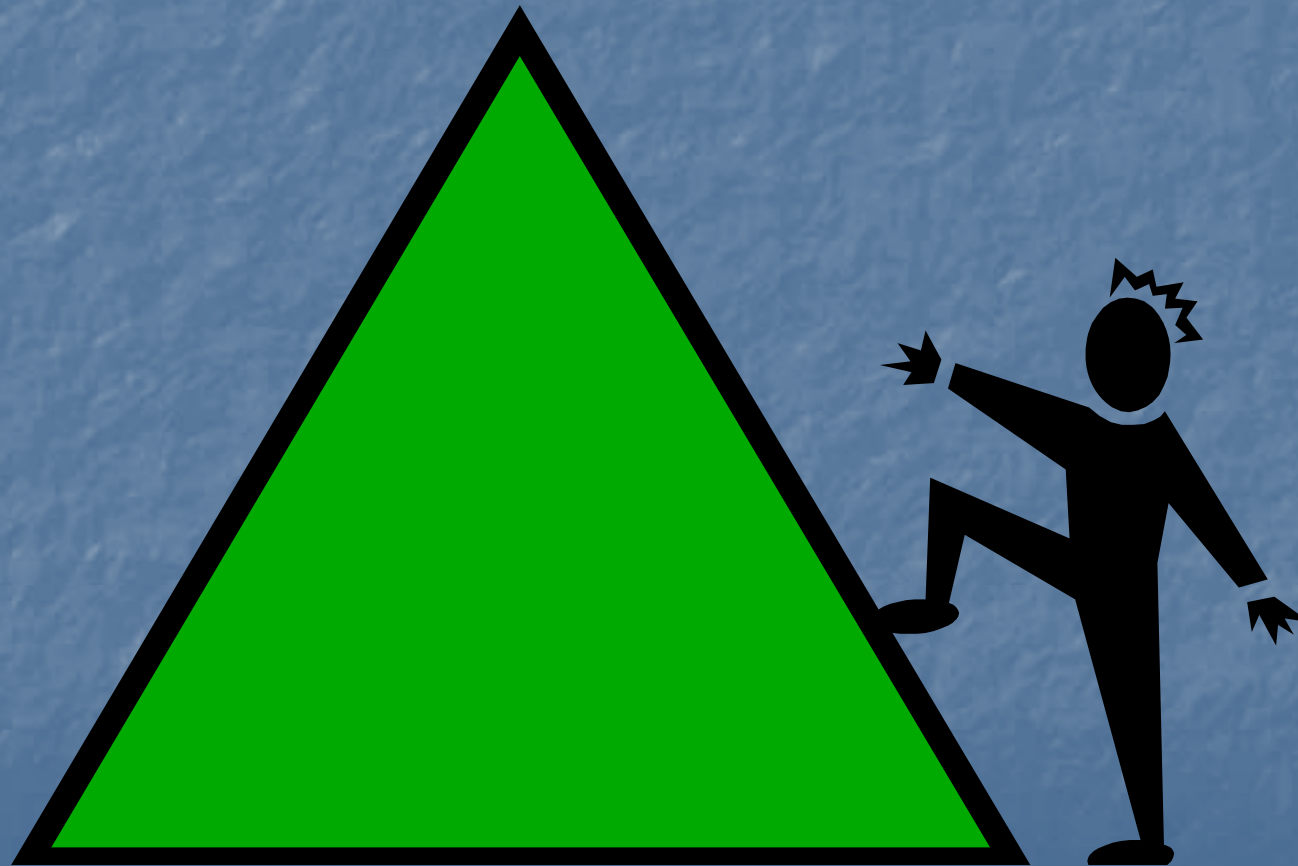


Reflect on the statement...

*We choose everything we  
do & think...including our  
misery.*



# Abraham Maslow





# Hierarchy of Needs



- Each need must be satisfied in turn (starting on the bottom of the pyramid)
  - If our lower needs are swept away, we are no longer working on our higher needs...we have to go back and deal with the lower ones again.
- Lower needs are physical and emotional
- Higher needs are personal development

**Transcendence Needs**

Helping others to self-actualize 😊

**Self-Actualization**

Personal Growth, self-fulfillment, etc.

**Aesthetic Needs**

Beauty, balance, form, etc.

**Cognitive Needs**

Knowledge, meaning, self-awareness, etc.

**Esteem Needs (Lower & Higher)**

Achievement, status, responsibility, reputation, etc.

**Belongingness & Love Need**

Family, affection, relationships, work group, etc.

**Safety Needs**

Protection, security, order, law, limits, stability, etc.

**Biological & Physiological Needs**

Basic Needs – air, food, drink, shelter, warmth, sleep, etc.

*Being Needs  
(B-Needs/Values)*

*Personal  
Independence*

*Deficit Needs  
(D-Needs)*

*Dependence*





# D-Needs vs. B-Values



## D-Needs

- You can have “enough”
- You don’t have enough (deficit) you feel the need to have it!
- Your behavior is trying to fulfill that need
- If you get all that you “need” you stop feeling that need = move on to the next level

## B-Values

- You can never have enough”
- “Growth motivation”
- Search for excellence & high principles (values)
- VERY FEW people get to the top of the hierarchy... Not because they are bad, but the bottom needs are not met!



# Problems with this theory...

- Individual needs seem to respond to several needs at once – not just one
- The same need may cause different behavior in each person
- When has a level actually been “satisfied”

