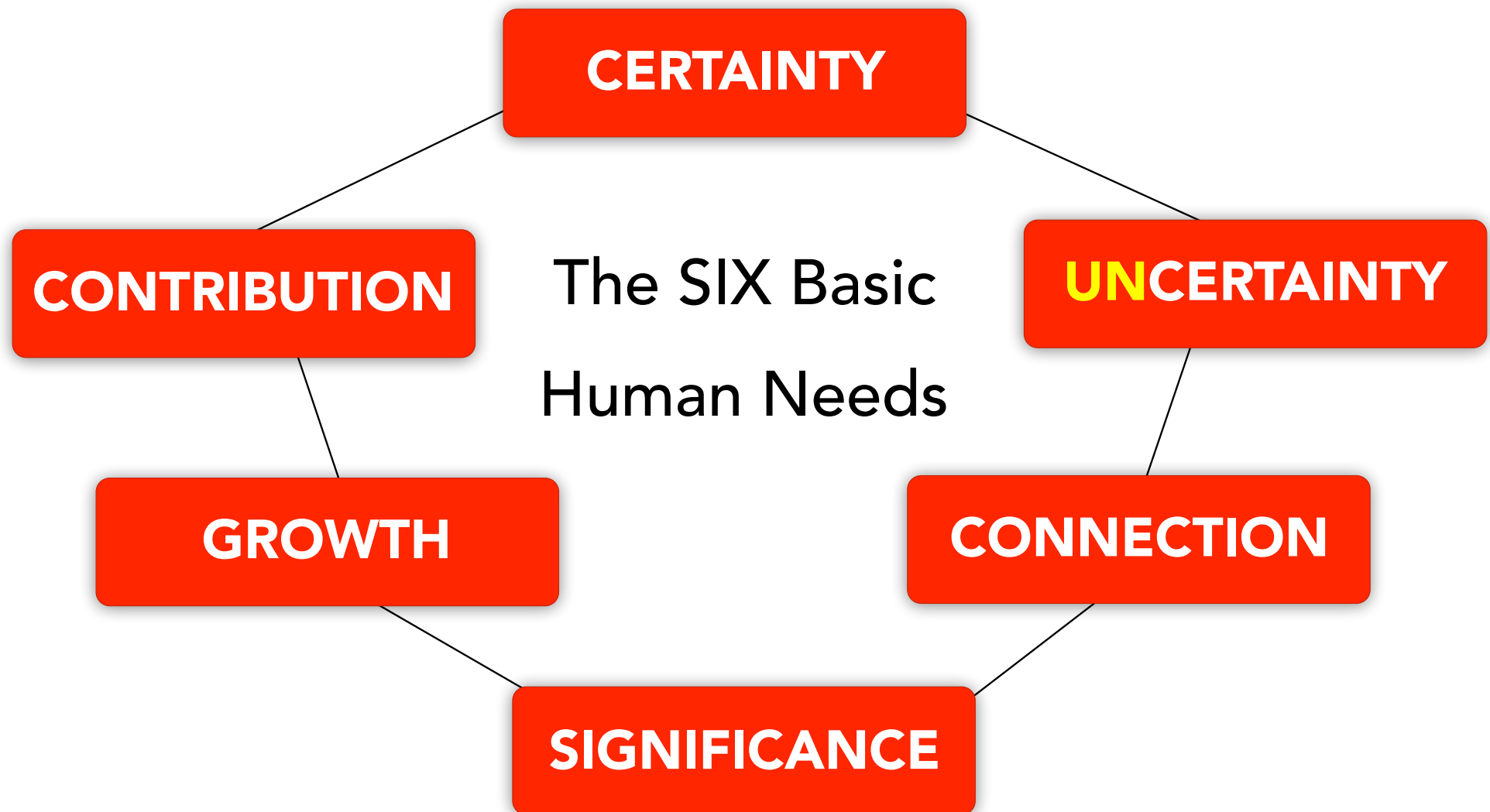


Hva **motiverer** mennesker og  
hvordan når vi våre **mål**?



# THE 6 BASIC HUMAN NEEDS

**Certainty** (*I need to know*)

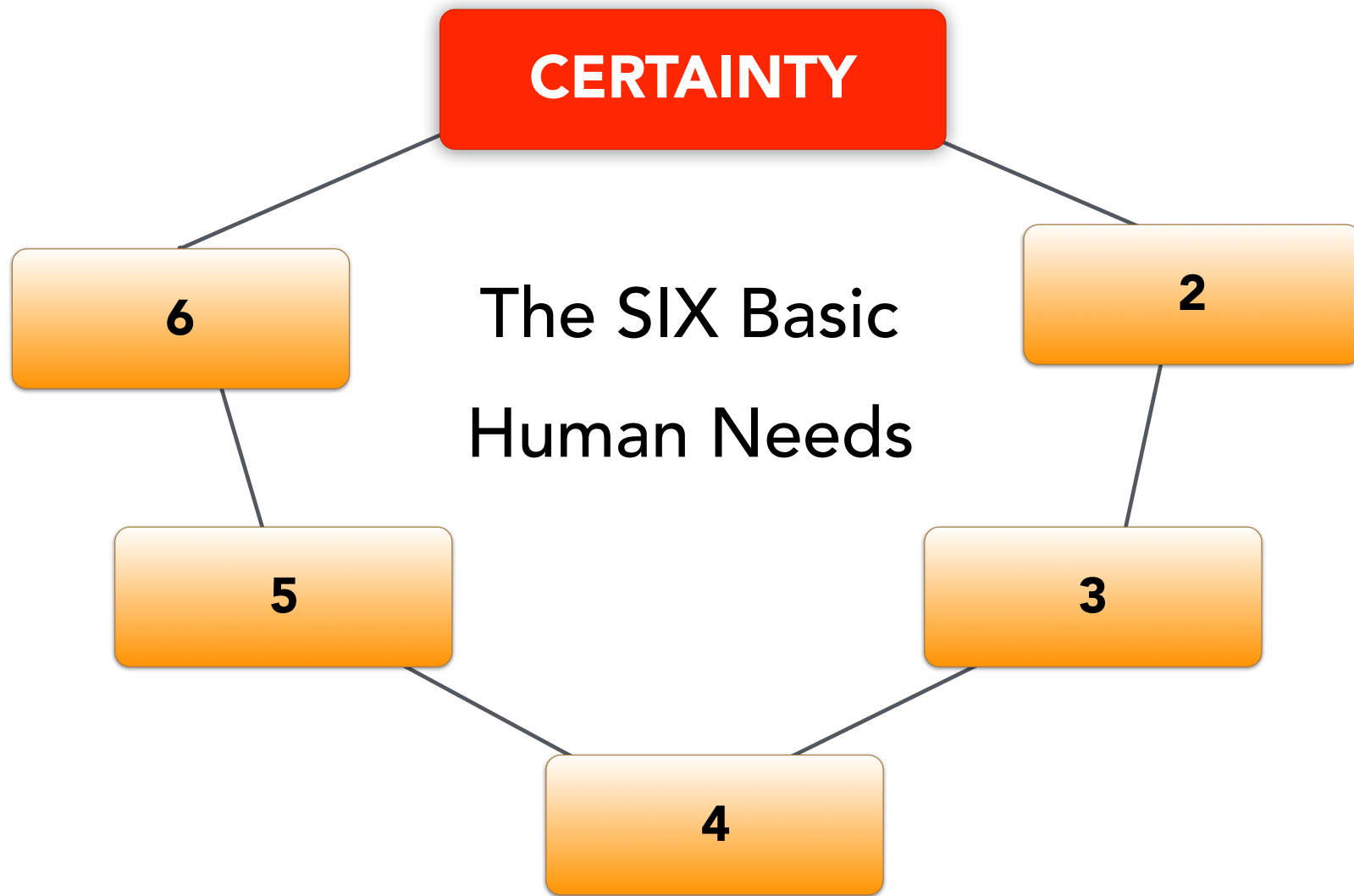
**Uncertainty** (*problems, surprises, variation*)

**Connection** (*relationships, belonging*)

**Significance** (*being seen, being heard, understood*)

**Growth** (*development, challenge*)

**Contribution** (*need to make a difference*)



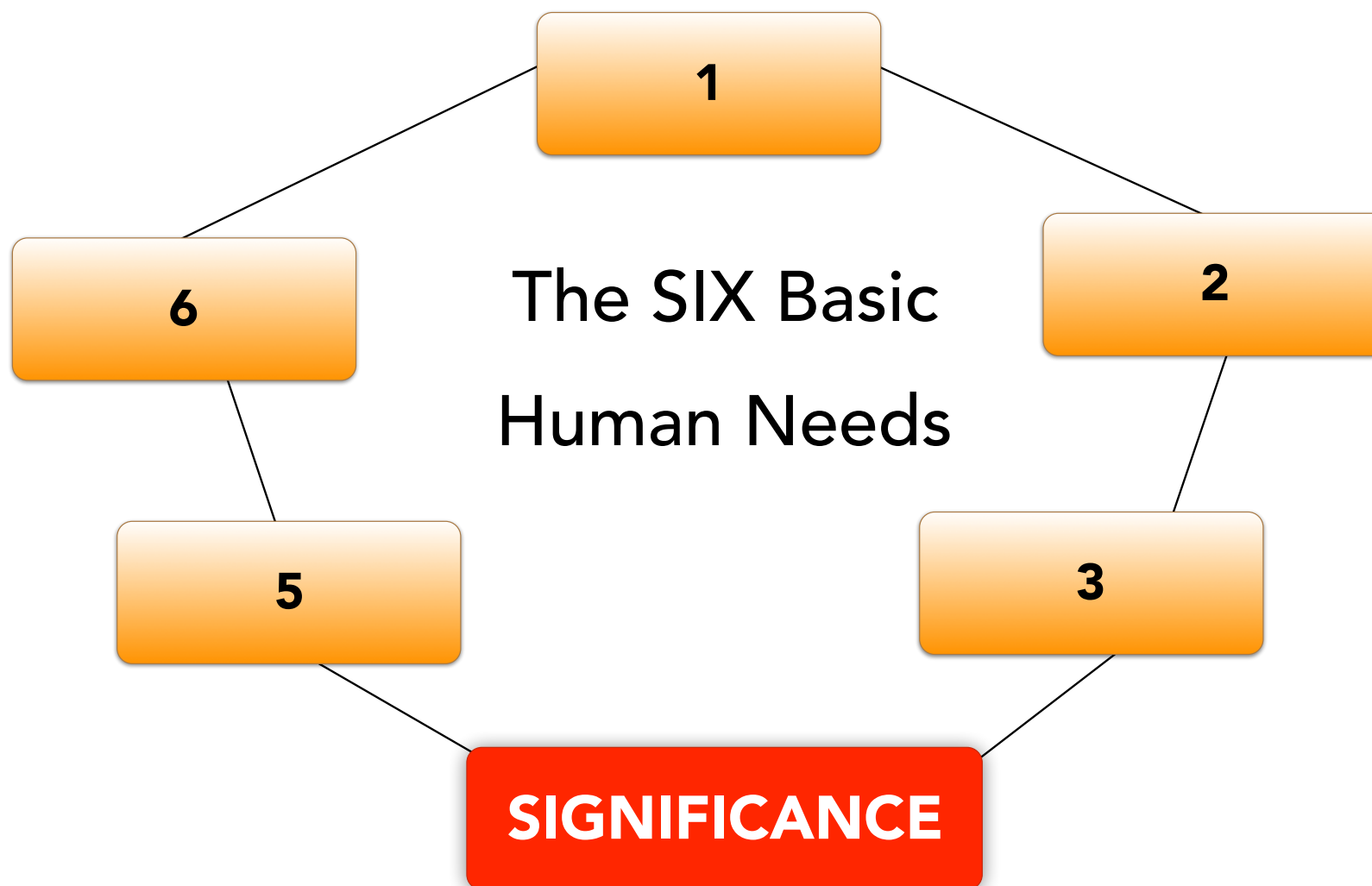
***I NEED to KNOW***

***I NEED to CONTROL***

Control what you can control ...  
and let the rest go.

vær ærlig  
vær tydelig  
vær enkelt å forstå





*I need to be **seen***

*I need to be **heard***

*I need to be **UNDERSTOOD***

I see you

I hear you

I UNDERSTAND you