



A. N. Other 17/04/2021

## PERSONAL NEEDS FEEDBACK REPORT

When viewing the report, it's important for Leaders to recognise that each one of us is an individual person. We all have different personal needs that strongly influence:

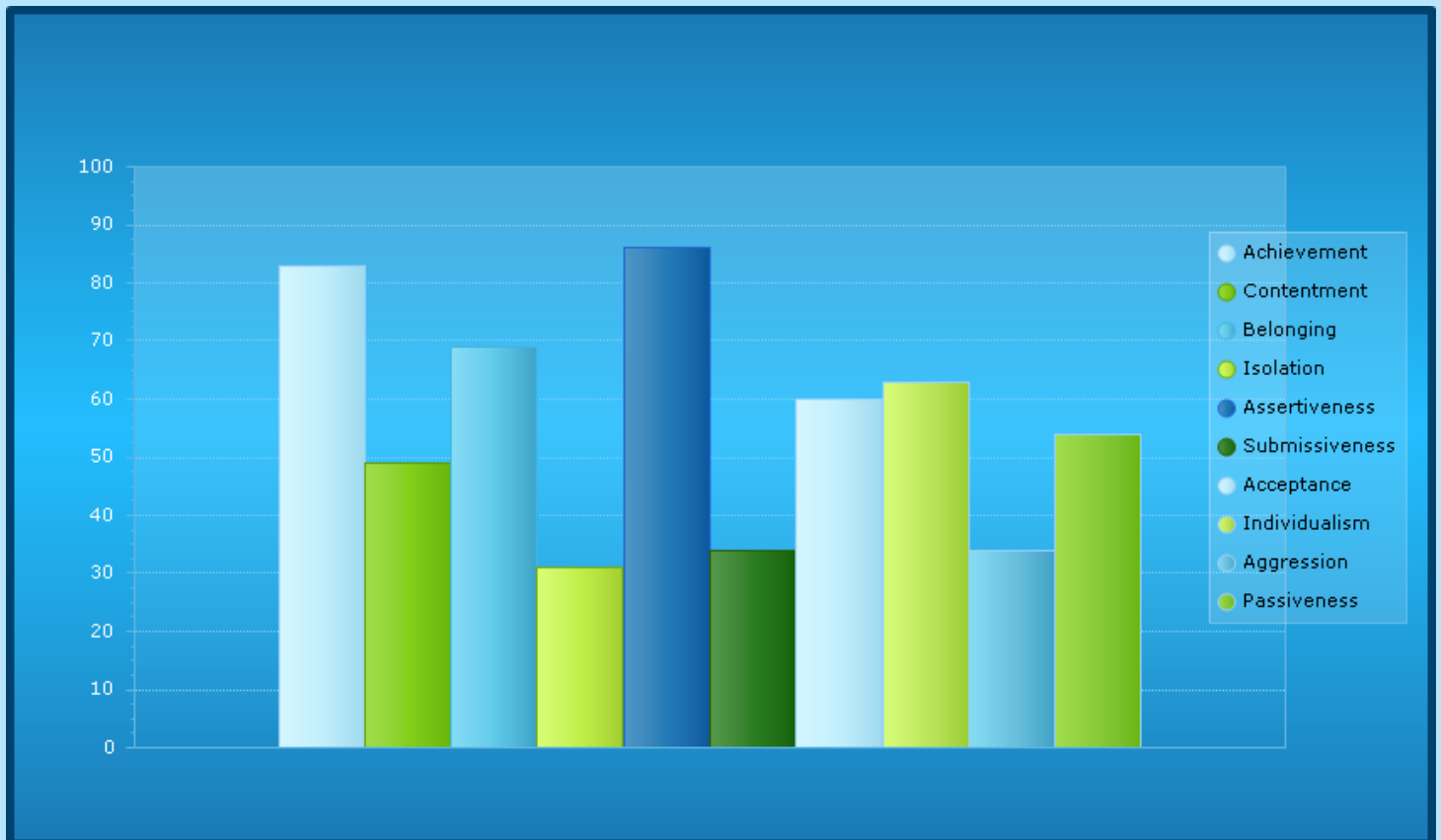
- The direction we take in life.
- Personality and Behaviour
- The way we relate to others
- Levels of motivation and drive
- This person's life is apt to be a fulfillment or reflection of his/her strongest needs.

The report for A. N. is shown in three sections.

1. Visual description of this person's observable Personal Needs displayed in a bar chart.
2. High Performance Indicators
3. Problem Indicators

### UNDERSTANDING PERSONAL NEEDS

For explanations of the 10 personal needs, please refer the explanations later in this report.





A. N. Other 17/04/2021

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**This person's life is apt to be a fulfillment or reflection of his/her strongest needs.**

The report is presented as an analysis of 10 individual Personal Needs explained below.

When viewing the report first consider the job role.

What are needs must rate highly in order for the person to be successful?  
What needs must be low such as Passiveness.

The needs can be viewed in isolation, in pairs or in clusters for instant analysis of strengths and weaknesses and potential inner conflict.

When viewing individual needs the rating is a reflection of the individual's desire to have that need satisfied.

Low Need = 35% and below  
Medium need 36 - 65%  
High Need above 66 – 100%

When viewing in pairs such as Achievement & Contentment. These are opposing needs.  
If one need is a high rating, then the other need should be low.

**Example:**

Achievement 74% relates to Contentment 26%  
Assertive 61% relates to Submissiveness 32%  
If both needs are similar it may indicate inner conflict.

When viewing in clusters such as Achievement, Assertiveness and Individualism consider how the clusters will impact on the individual's performance in their job role.

Example: If a key account manager has high Achievement, Assertiveness and Individualism needs, what impact might that have on the individual's ability to work on long term strategic account development or work in a small project team?



A. N. Other 17/04/2021

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### **ACHIEVEMENT:**

The desire to excel through personal endeavour.  
High Performance Indicator Rating above 75%

### **CONTENTMENT:**

The desire to remain in the comfort zone of the status quo.  
High Performance Indicator Rating below 30%

### **BELONGING:**

The desire to be associated and involved with others, and recognised as a valued or popular team contributor.  
High Performance Indicator Rating 65% - 85%  
Higher rating may influence independence.  
Examine in conjunction with Acceptance

### **ISOLATION:**

The need to distance oneself from the mainstream population or workgroups.  
High Performance Indicator Rating below 30%

### **ASSERTIVENESS:**

The desire to control others and provide direction.  
High Performance Indicator Rating 65% - 80%  
Higher rating may change assertive behaviour to dominance.  
Examine in conjunction with Individualism & Aggression.

### **SUBMISSIVENESS:**

The desire to be a "follower" without involvement in decision making.  
High Performance Indicator Rating below 35%

### **ACCEPTANCE:**

The desire for affection, affiliation and acceptance by others.  
High Performance Indicator Rating below 45%

### **INDIVIDUALISM:**

The need to be recognised as a unique individual and fulfill personal objectives without concern for conformity.  
High Performance Indicator Rating 50% - 75%  
Higher rating may change individualism to belligerence.

### **AGGRESSION:**

The desire to forcefully achieve ones objectives without interference from management or other external sources.  
High Performance Indicator Rating below 25%

### **PASSIVENESS:**

The desire to avoid confrontational situations or interpersonal conflict.  
High Performance Indicator Rating below 25%



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## HIGH PERFORMANCE INDICATORS

This report analyses clusters of needs to provide indications of the salesperson's potential areas of high performance.

The higher the rating the more likely this person is to proactively meet or exceed the norm for each activity. The lower the rating the less likely this person will be to enjoy the activity and demonstrate avoidance behaviour.

Willingly prospects for new business



Goal oriented and results focused



Is passionate about challenges and recovers quickly from setbacks



Initiates calls; is energetic and resilient



Actively seeks opportunities to increase volume of sales/revenue



Is influential in meetings and negotiations



Personal power: Has a high tolerance to negotiating discomfort





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## PROBLEM INDICATORS

This report analyses clusters of needs to provide indications of problem areas that have the potential to reduce the individual's value to the organisation and/or disrupt sales leaders focus.

The lower the rating the less likely this person will be to display this behaviour.  
The higher the rating the more likely this person is to display the problem behaviour.

### High Maintenance indications



### Low energy indication



### Low independence indication





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## QUESTIONS TO ASK

1

Frustration results when a person attempts to satisfy conflicting needs.

Rarely is it possible to aspire to high achievement and yet remain in the comfort zone of the status quo. A high rating in both these needs will inevitably result in personal frustration, tension and often sickness.

1. Are any of this person's needs in conflict?
2. What frustrations may this person be experiencing from these conflicting needs?

**Example: Achievement/Contentment**

2

Which of this person's personal needs will contribute towards his or her success in persuading, motivating and selling to others?

**Example: Belonging**

Which needs may restrict this person's effectiveness in this role?

**Example: Dominance & Aggression**

3

1. What might be the personal needs of this person's colleagues or customers?

2. By flexing his or her behaviour to meet those needs, how might that enhance the relationship?

4

When this person is placed in a position of leadership:

1. Which needs make it easier for this person to communicate effectively?
2. Which of the needs would make it more difficult for this person to be effective in this role?

5

Which needs are consistent with the general self-concept this person may have of himself/herself?

If any needs are in conflict what steps should this person take to change or re-program the needs to bring them into harmony?