



Core Need Theory meets Maslow
meets Freud (The Pleasure – Pain Principle) meets NLP

Moving Away From Motivation (undesired)	Maslow	Moving Towards Motivation (desired)
Stagnation Impotence	Self-Actualisation	Growth Contribution
Insignificance	Individuality	Significance
Boredom	Esteem	Variety
Being unloved	Love & Belonging	Connection
Uncertainty	Safety/Security	Certainty
Uncertainty	Physiological needs	Certainty

Core Need meets The Pleasure – Pain Principle

Moving Away From motivation (undesired) 	 Moving Towards motivation (desired)
Need to avoid	Need to achieve
Stagnation	Growth
Impotence	Contribution
Insignificance	Significance
Boredom	Variety
Being unloved	Connection
Uncertainty	Certainty