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HIGHER LEVEL NEEDS

An individual's higher level need will be one of these three types (or a combination) .

ACCEPTANCE NEEDS

These are needs to be accepted by other people. There are different levels of acceptance need, from being tolerated as a member of a group to being respected for your contribution.

ACHIEVEMENT NEEDS

People with strong achievement needs get satisfaction through succeeding in things they do themselves. At the simplest level they want to do jobs which make proper use of their abilities, and do them well. They need to know how well they are performing. At a higher level they want to continue broadening and developing their skills, setting themselves fairly challenging goals, and achieving them.

POWER NEEDS

People with a strong power drive want to influence others, gaining acceptance for their point of view. At a higher level they want to control people and events.

A strong power drive is usually an essential requirement for holding down a top post in a company successfully.

INDICATORS OF STRONG ACCEPTANCE NEED

Doesn't like upsetting people

Stresses need for good relations

Likes helping others

Seeks acceptance through involvement in groups
(project teams, committees, local associations, etc.)

INDICATORS OF STRONG ACHIEVEMENT NEED

Shows a competitive spirit

Takes pride in his job skills

Show enthusiasm for his job (provided he is doing the right job)

Likes to know how well he is doing

Sets himself achievement goals'

Shows initiative to do more than he is asked

Works well without close supervision

INDICATORS OF STRONG POWER NEED

Knows what makes a company tick

Is sensitive to internal politics

Wins arguments

Seeks involvement in groups, to influence people

Seeks leadership of informal groups

Values status, to demonstrate his importance