

A Matter of Feelings

Information ... has no meaning until its significance is evaluated by a person.

01

Perception

Perception is an individualised process, with each person perceiving the same situation in different ways. These differences in perception are indicative of a complex system of awareness experienced by the human brain moment to moment.

02

Needs

Our actions are motivated by a never-ending quest to satisfy 5 basic needs woven into our genes. Knowledge of which needs are not being met in an individuals' life is important to understanding his/her behavior and determining interventions to create a needs-satisfying environment for this particular person.

03

Fears

Sometimes fear stems from real threats, but it can also originate from imagined dangers. While fear is a natural response to some situations, it can also lead to distress and disruption when extreme or out of proportion to the actual threat.

