

214 DESIGNING FOR GROWTH

The Center for Nonviolent Communication is a nonprofit organization dedicated to furthering the principles of nonviolence. CNVC assumes that we all share the same basic human needs and that each of our actions helps us meet one or more of those needs. Below is a list of universal needs, provided by CNVC, which provides a great starting point for design thinking projects.

CONNECTION	Intimacy	PHYSICAL WELL-BEING
Acceptance	Love	Air
Affection	Mutuality	Food
Appreciation	Nurturing	Movement/exercise
Belonging	Respect/self-respect	Rest/sleep
Cooperation	Safety	Sexual expression
Communication	Security	Safety
Closeness	Stability	Shelter
Community	Support	Touch
Companionship	To know and be known	Water
Compassion	To see and be seen	HONECEN
Consideration	To understand and be understood	HONESTY
Consistency	Trust	Authenticity Integrity
Empathy	Warmth	
Inclusion		Presence

Creativity

Stimulation

Understanding

To matter

Joy Choice Discovery Efficacy Humor Freedom Independence Effectiveness **PEACE** Space Growth Beauty Spontaneity Hope Communion Learning Ease **MEANING** Mourning Equality Awareness Participation Harmony Celebration of life Purpose Inspiration Challenge Self-expression

Clarity

Competence

Consciousness

Contribution

AUTONOMY

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PLAY

Order

