Examples of narrative requirements

- Prospector – outer directed
  Driving needs: safety, security, identity, belonging.
  - Security
  - Success
  - Esteem of others
  - Self-esteem

- Settler – security driven
  - Safety
  - Discipline
  - Order
  - Familiarity
  - Rules
  - ‘us’ not ‘them’
  - Tradition
  - Morality

- Pioneer – inner directed
  Driving needs: acting on ethics, making connections, exploration, innovation, being all you can be
  - Ethics
  - Making connections
  - Exploration
  - Innovation
  - Universalism
  - Self-choice

- Self-choice
- Creativity
- Fun
- Novelty
- Beauty
- Good time
- Fashion
- Power over others
- Less risk
- Success
- Morality
- Benevolence
- Loyalty
- Caring
- Nature
- Openness
- Justice
- “The right answer”
- “The right question”
- “You should lead”