

The Designer

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## **The Designer**

Designers are creative. Conversations with close friends give them visions. It's about feelings. We want to make the future a better place. How? Designers can answer this question with many examples. The source of their fantasies is inexhaustible.

This book describes their particular strengths and competencies. It shows what is important to be satisfied with oneself and one's life.

## **Christoph Hofmański**

Before Christoph Hofmański (born 48) founded his consulting company under the name "Kommunikationsmanagement" in 1988, he worked as a marketing manager in an international IT company. During this time, the discussion about emotional intelligence began to become more audible. Guided by the question "What is a certain behavior good for?", Hofmański interpreted the bi-polar dimensions of personality psychology as existential, conflicting basic needs. This gave rise to the construct of "deep motivation" in the mid-1990s. In the work of the last 25 years, there has been a growing realization that we can better understand people if we bring the construct of basic needs into a multi-layered model that captures the "flow of energy" from drivers to situational behavior. Practical use in many coaching sessions motivated Christoph Hofmański to develop TwentyFive.

**Christoph Hofmański**

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## **Motivational Type**

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# 1. Who am I?

The result of analyzing my depth motivation says that I am a 'designer type'.

The Sense.Ai.tion GmbH documentation provides a brief overview:

[link][<https://doc.senseaition.com/twentyfive/portraits>]

Designers are creative. Conversations with close friends give them visions. It's about feelings. We want to make the future a better place. How? Designers can answer this question with many examples. The source of their fantasies is inexhaustible.

**Relationship:** As a complement to their own personality, it is important for the designer to have a rational thinking partner who takes care of order and regularity, while ensuring that things progress responsibly. Openness, emotional closeness and positive development are important for the need for enforcement and empathy. Anything that comes across as "emotionally cold" or restricts freedom is perceived as harsh and negative. It is also good for the partnership to be able to trust each other on the way to common goals. The designer needs openness and enough space for themselves.

**Decisions:** A designer looks at various alternatives when making decisions. How can I better realize my vision? He sees potential successes, profits, speed, independence, progress.

Then he uses his imagination. If I decide to do this or that, what will it mean for me and others? He feels his way into possible effects, it's about harmony, responsibility, humanity.

**Career:** Most designers strive in their professional career to work with and for people. They want to use their responsible, holistic sensing and be able to trust each other in their professional environment. They can climb the career ladder in companies where humanity and creativity are more important than bare figures. They feel comfortable in their careers when they can make as many decisions as possible themselves and organize their work freely. They want to try out new approaches and be allowed to take risks.

Successful designers use the special experiences and skills that match their personality, such as empathy, assertiveness and inventiveness. They have a comprehensive imagination. This and their intuition help them to shape relationships and new developments.

**Learning:** A designer learns by creating. Ideal are human challenges with topics where they can try out solutions or alternative courses of action and experience their effect emotionally. Images and films (visualization) of stories or metaphors that allow identification (imagination, intuition) are helpful.

**Motivation:** Designers are positively motivated when they work on responsible tasks. They look for challenges in which they can contribute their creative power in a positive way.

If they want to achieve something, they use their empathy and assertiveness. Depending on the situation, the need for belonging, rationality, safety and recognition may also become apparent. In most cases, however, the desire to achieve something that is

reasonable for everyone involved and to force their own ideas through have the highest priority.

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## **1.1 The inner team**

We are self-determined and free to make our own decisions. Our driving forces pull us in different directions, each of which is vital to our survival.

Everyone has conflicting basic needs. These natural conflicts are the prerequisite for self-control.

Enforcement wants us to grow and progress in life. If we are slowed down, we put our foot down. This can be dangerous. Our safety needs want to ensure that nothing happens to us.

Rationality seeks truth, sense and logical connections. But life is too complex to be able to calculate the effects of our actions. We need empathy to be able to empathize.

Recognition wants us to draw attention to ourselves. We want to be special. But a star on stage is alone. The need to belong wants us to fit in and integrate. We need our fellow human beings.

Every personality sets its own priorities, usually from birth. For the designer, enforcement and empathy are most important.

We can imagine how these inner forces wrestle with each other to decide what is best for us in which situation. They take on designer form in our fantasy world. We can imagine powerful gods sitting together at a big table and discussing with each other.

The bosses are enforcement (red) and empathy (white).

Enforcement finds it good to have rationality (black) at his side because he can think logically and find ways to reach his goal.

Empathy may relate to his fellow human beings. He needs



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closeness and belonging (yellow) provides this.

These four therefore form the core team. In their lively discussions, they sometimes overlook recognition (blue) and safety (green).

A designer wants to create something beautiful.

The inner team could look like this:

- Red (enforcement) has a desire for adventure and new things.
- White (empathy) feels the effects.
- Yellow (belonging) communicates the ideas.
- Black (rationality) analyzes the feasibility.

A division of tasks is not yet an agreement.

These 'deities' in our soul do not allow themselves to be told what to do, not even by the need to assert themselves.

How do recognition and safety react?

Recognition says: "If you want to come into your own, you have to somehow set yourself apart from others. You have to take care of yourself (this starts shortly after birth with vigorous crying) and show that "you are there."

Safety adds: "Everything new involves risks. If you put yourself in danger, you will die. If you don't take care of your own life, you will quickly lose it. You have to be vigilant and cautious if you want to get through life in one piece."

The designer is confused by these conflicting voices and moods. He realizes that he must ensure inner balance.

If the inner team wants to agree on common paths, it needs an attractive vision that everyone agrees with.

A future scenario is sought with which all six opposing basic needs are satisfied and which fits the personality.

Which topics are attractive to the designer's inner team so that they can tune into them?

Body (beauty, movement ...)

Soul (harmony, supporter ...)

Spirit (art, faith ...)

Past (history, experiences ...)

Present (being awake, sensing ...)

Future (imagination, visions ...)

Individual (wellness, fitness ...)

Partner (closeness, love ...)

Group (sport, peace ...)

So we can imagine scenarios and see what could inspire us, for example spirit future group:

**Artistic representation of visions of the future for the peaceful coexistence of people.**

What the designer chooses depends on his previous experience and what he simply enjoys doing.

Perhaps he wants to start a small business that helps interested people with their garden design and supplies them with suitable plants.

These or other ideas are often unconsciously generated in our dreams and discussed in our inner team.

Our dream level asks: Do you agree?

Enforcement: Yes. It's something new and an exciting challenge.

Empathy: Yes. It allows us to give our customers something beautiful that will bring them joy.

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Rationality: Yes. The topic is exciting and makes sense. It can be realized.

Belonging: Yes. We will be able to integrate many experts and make friends.

Safety: I agree, if we also pay attention to long-term feasibility.

Recognition: Yes. We will create something special if we pay attention to the quality of our work.

The better we succeed in integrating all emotional aspects, i.e. all conflicting basic needs, into this idea, the more we feel the enthusiasm within us.

The entire emotional world is behind us. We are carried by positive emotions. It will be a joy to set out and achieve this goal.

It makes sense and promises success if we use the entire inner team, because in this way we avoid resistance and, on the contrary, all the different areas of experience and perspectives with their complementary skills are available to us.

## 1.2 Feelings are messages

As our basic needs are vital, they try to reach our consciousness so that we can take action or moderate conflicts.

We can understand feelings as special messages with which one of the six members of the inner team wants to make us aware of something.

It is about whether we are doing too much, enough or too little to take care of ourselves.

**Too much** can mean that we are not balanced. The other side is put under pressure if its needs are ignored.

- Too much enforcement leaves us sensing no risks. We put our head through the wall, which can be painful.
- Too much empathy makes us 'melt away' and we forget space and time, which doesn't necessarily end well.
- Too much knowledge hinders empathy. We behave in a matter-of-fact to ice-cold manner and become unsympathetic.
- Too much belonging pays too little attention to our own interests. We are in the middle of things, but forget ourselves.
- Too much safety makes us pause or hide. It slows down our powerful actions.
- Too much recognition makes us only pay attention to ourselves. We stop sensing our fellow human beings.

**We are satisfied** when we can expect this basic need to be satisfied for the foreseeable future.

**Hunger** is manifested by an increasing fear that we have to do something for a certain basic need.

From the perspective of the inner team, this is about existential issues. If something is lacking, it can have fatal consequences, says our early childhood experience.

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When all basic needs are satisfied, we feel a deep joy within us. Schiller described it in rhyme and Beethoven expressed it musically. *Joy, beautiful spark of the gods.*

We can understand the six members of the inner team as deities. They take care of our lives.

If you are completely content, you feel calm and happy in a deep way.

Your spells bind again what fashion (the opposing needs) strictly divides.

We have the opportunity to take care of ourselves in such a way that all opposites rejoice in our actions together. Then everyone in our inner team is reconnected, as if by magic.

Basic needs don't require much. There is a lot of food available in our culture:

- for enforcement (freedom of movement for small adventures),
  - Empathy (times of leisure in your free time),
  - Recognition (being able to do something yourself),
  - Knowledge (available at will thanks to the Internet),
  - Safety (our social system provides for us in an emergency)
- and
- Belonging (we can meet wherever and whenever we want).

Unfortunately, we have had traumatic experiences in childhood that warn us, despite all our knowledge, that there are always phases in life in which we have to go hungry.

Recognition: After birth, we had to scream to draw attention to ourselves. We would have died if we hadn't gotten the recognition of the big ones.

Safety: We began to move around and learned that we needed the protection of adults so that nothing bad would happen to us.

Belonging: we couldn't survive without the adults around us

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and depended on them to tolerate us.

Enforcement: We were powerless. The bigger ones were stronger than us. And it was a hail of regulations.

Rationality: We couldn't inform ourselves and our questions were rarely answered.

Empathy: We couldn't empathize until we had our own emotional experiences.

All this was a long time ago, but it still has an effect. As soon as something seemingly dangerous happens, we are afraid and fall back on childish behavior patterns.

We need some time and emotional distance to understand that we are adults today and can act in a self-determined way.

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## **Ende der Leseprobe**

Das vollständige Buch finden Sie bei Amazon.

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