

Body Center

8 – Fear of being harmed, controlled by others

8w7 maverick, revolutionizing
8w9 bear, delegating

Key Motivations: Want to be self-reliant, to prove their strength and resist weakness, to be important in their world, to dominate the environment, and to stay in control of their situation.

Examples*: G.I. Gurdjieff, Wagner, Martin Luther King, Jr., Franklin D. Roosevelt, Winston Churchill, Mikhail Gorbachev Saddam Hussein, Fidel Castro, Lyndon Johnson, , Golda Meir, Indira Gandhi, John McCain, Pablo Picasso, Ernest Hemingway, Toni Morrison, Serena Williams, James Brown, Aretha Franklin, Keith Richards, Queen Latifah, Courtney Love, Jack Black, Pink, Frank Sinatra, Humphrey Bogart, Lauren Bacall, Bette Davis, Mae West, Sean Connery, Paul Newman, Clint Eastwood, Tommy Lee Jones, Jack Nicholson, Susan Sarandon, Russell Crowe, Sean Penn, Matt Damon, Alec Baldwin, Barbara Walters, Rosie O'Donnell, "Dr. Phil" McGraw, Roseanne Barr

9 – Fear of loss and separation

9w8 referee, inspiring
9w1 dreamer, independent

Key Motivations: Want to create harmony in their environment, to avoid conflicts and tension, to preserve things as they are, to resist whatever would upset or disturb them.

Examples: Queen Elizabeth II, Claude Monet, Norman Rockwell, Abraham Lincoln, Dwight D. Eisenhower, Gerald Ford, Ronald Reagan, George W. Bush, John F. Kennedy, Jr., Barrack Obama, Colin Powell, Carl Jung, Joseph Campbell, Walt Disney, Garrison Keillor, Gloria Steinem, Tony Bennett, Ringo Starr, Carlos Santana, James Taylor, Janet Jackson, George Lucas, Ron Howard, Jimmy Stewart, Audrey Hepburn, Sophia Loren, Kevin Costner, Annette Bening, Jeff Bridges, Morgan Freeman, John Goodman, Matthew Broderick, Whoopie Goldberg, Woody Harrelson, Geena Davis, Lisa Kudrow, Toby McGuire, Zooey Deschanel, "Homer and Marge Simpson"

1 – Fear of being defective, corrupt, evil

1w9 idealist, purposeful
1w2 advocate, reforming

Key Motivations: Want to be right, to strive higher and improve everything, to be consistent with their ideals, to justify themselves, to be beyond criticism so as not to be condemned by anyone.

Examples: Confucius, Plato, Joan of Arc, Sir Thomas More, Mahatma Gandhi, Pope John Paul II, Nelson Mandela, Margaret Thatcher, Prince Charles, Kate Middleton, Jimmy Carter, Michelle Obama, Al Gore, Hilary Clinton, Rudy Giuliani, Elliot Spitzer, Justice Sandra Day O'Connor, Osama bin Laden, George Bernard Shaw, Thoreau, Dr. Jack Keivorkian, Martha Stewart, George Harrison, Joan Baez, Celine Dion, Noam Chomsky, Bill Moyers, George F. Will, Keith Olbermann, Jerry Seinfeld, Bill Maher, Tina Fey, Katherine Hepburn, Maggie Smith, Emma Thompson, Julie Andrews, Vanessa Redgrave, Jane Fonda, Meryl Streep, Harrison Ford, Helen Hunt, Captain "Sully" Sullenberger, "Mary Poppins," "Mr. Spock," SNL's "The Church Lady"

Heart Center

2 – Fear of being unwanted, unworthy of love

2w1 servant, warm
2w3 host/hostess, supportive

Key Motivations: Want to be loved, to express their feelings for others, to be needed and appreciated, to get others to respond to them, to vindicate/justify their claims about themselves.

Examples: Paramahansa Yogananda, Pope John XXIII, Byron Katie, Bishop Desmond Tutu, Eleanor Roosevelt, Nancy Reagan, Monica Lewinsky, Ann Landers, Leo Buscaglia, Richard Simmons, Luciano Pavarotti, John Denver, Lionel Richie, Stevie Wonder, Dolly Parton, Josh Groban, Paula Abdul, Priscilla Presley, Elizabeth Taylor, Martin Sheen, Jennifer Tilly, Danny Glover, Juliette Binoche, Arsenio Hall, "Dr. McCoy" (Star Trek)

3 – Fear of being worthless

3w2 charmer, encouraging
3w4 professional, creative

Key Motivations: Want to be affirmed, to distinguish themselves from others, to have attention, to be admired, and to impress others.

Examples: Augustus Caesar, Constantine, Bill Clinton, Tony Blair, Prince William, Condoleeza Rice, Arnold Schwarzenegger, Carl Lewis, Muhammed Ali, Mitt Romney, Bill Wilson (AA Founder), Andy Warhol, Truman Capote, Oprah Winfrey, Deepak Chopra, Tony Robbins, Bernie Madoff, Michael Jordan, O.J. Simpson, Tiger Woods, Lance Armstrong, Elvis Presley, Paul McCartney, Madonna, Sting, Whitney Houston, Jon Bon Jovi, Lady Gaga, Taylor Swift, Justin Bieber, Brooke Shields, Cindy Crawford, Tom Cruise, Barbra Streisand, Ben Kingsley, Jamie Foxx, Richard Gere, Will Smith,

Courtney Cox, Demi Moore, Kevin Spacey, Reese Witherspoon, Anne Hathaway, Mad Men's "Don Draper"

4 – Fear of having no identity or personal significance

4/3 aristocrat, original

4/5 bohemian, unconventional

Key Motivations: Want to express themselves and their individuality, to create and surround themselves with beauty, to maintain certain moods and feelings, to withdraw to protect their self-image, to take care of emotional needs before attending to anything else, to attract a "rescuer."

Examples: Rumi, Chopin, Tchaikovsky, Jackie Kennedy Onassis, Edgar Allen Poe, Anne Frank, Virginia Woolf, Tennessee Williams, J.D. Salinger, Anne Rice, Martha Graham, Rudolf Nureyev, Williams, Billie Holiday, Judy Garland, Maria Callas, Miles Davis, Joni Mitchell, Bob Dylan, Paul Simon, Leonard Cohen, Cher, Stevie Nicks, Annie Lennox, Prince, Sarah McLachlan, Alanis Morissette, Amy Winehouse, Marlon Brando, Jeremy Irons, Angelina Jolie, Winona Ryder, Kate Winslet, Nicolas Cage, Johnny Depp, Tattoo Artist Kat Von D.

Head Center

5 – Fear of being useless, unhelpful, incapable

5/4 iconoclast, creative

5/6 problem solver, investigative

Key Motivations: Want to possess knowledge, to understand the environment, to have everything figured out as a way of defending the self from threats from the environment.

Examples: Siddartha Gautama Buddha, Albert Einstein, Oliver Sacks, John Nash (*A Beautiful Mind*), Stephen Hawking, Vincent van Gogh, Georgia O'Keefe, Salvador Dali, Emily Dickinson, Friedrich Nietzsche, Agatha Christie, James Joyce, Jean-Paul Sartre, Susan Sontag, Stephen King, Bill Gates, Mark Zuckerberg, Jane Goodall, A.H. Almaas, Eckhart Tolle, Kurt Cobain, Hitchcock, Tim Burton, Jodie Foster, "The Far Side" Gary Larson, Annie Liebovitz, Bobby Fischer, "Wikileaks" Julian Assange, X Files' "Fox Mulder," Dr. Gregory "House"

6 – Fear of being without support, guidance

6/5 defender, dependable

6/7 buddy, balanced

Key Motivations: Want to have security, to feel supported by others, to have certitude and

reassurance, to test the attitudes of others toward them, to fight against anxiety and insecurity.

Examples: Krishnamurti, Brahms, Mark Twain, Sigmund Freud, J. Edgar Hoover, Richard Nixon, Malcolm X, Robert F. Kennedy, George H.W. Bush, Princess Diana, Prince Harry, J.R.R. Tolkien, John Grisham, Mike Tyson, Bruce Springsteen, U2's Bono, Melissa Etheridge, Eminem, Oliver Stone, Michael Moore, Spike Lee, Marilyn Monroe, Robert De Niro, Dustin Hoffman, Mark Wahlberg, Woody Allen, Diane Keaton, Mel Gibson, Sally Field, Tom Hanks, Meg Ryan, Julia Roberts, Jennifer Aniston, Paul Rudd, Sarah Jessica Parker, Ben Affleck, Katie Holmes, David Letterman, Jay Leno, Katie Couric, Ellen Degeneres, Newt Gingrich, Alex Jones (Infowars), Rush Limbaugh, Chris Rock, Lewis Black, Seinfeld's "George Costanza," Lord of the Rings' "Frodo Baggins"

7 – Fear of being deprived or in pain

7/6 entertainer, spontaneous

7/8 realist, extroverted

Key Motivations: Want to maintain their freedom and happiness, to avoid missing out on worthwhile experiences, to keep themselves excited and occupied, to avoid and discharge pain.

Examples: 14th Dalai Lama, Ram Dass, Galileo, Mozart, Thomas Jefferson, Benjamin Franklin, Amelia Earhart, Wassily Kandinsky, Timothy Leary, John F. Kennedy, Joe Biden, Sarah Palin, Ted Turner, Suze Orman, Leonard Bernstein, Chuck Berry, Elton John, Mick Jagger, Miley Cyrus, Britney Spears, Katy Perry, Russell Brand, Steven Spielberg, Cary Grant, John Belushi, Joan Rivers, Bette Midler, Goldie Hawn, George Clooney, Brad Pitt, Robin Williams, Jim Carrey, Mike Meyers, Bruce Willis, Robert Downey, Jr., James Franco, Leonardo DiCaprio, Charlie Sheen, Cameron Diaz, Paris Hilton, David Duchovny, Larry King, Howard Stern