What emotions might help motivate and engage people? What are the most powerful emotions that people feel? For each one you select, list what you might do or say to cause that emotion:

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| **✓** | **Emotion** | **Causes** |
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|  | * Fear/scared - you sense a threat or danger |  |
|  | * Anger/frustration - your will has been blocked or you have been attacked |  |
|  | * Disgust – you sense that something is offensive or distasteful |  |
|  | * Happiness – you have received or achieved what you want |  |
|  | * Sadness - you are expecting or experiencing loss |  |
|  | * Surprise – you experienced something unexpected |  |
|  | * Anxiety – you are worried about something that you cannot control |  |
|  | * Contempt – you feel you are above an action, person, or point of view |  |
|  | * Pride/confidence – you believe you’re capable and trust in the outcome |  |
|  | * Shame/guilty/inferior/embarrassed – you did something you believe is wrong or unacceptable |  |
|  | * Envy – you want what someone else has |  |
|  | * Regret – you did something you would like to undo |  |
|  | * Hope/optimism/excitement - you expect an achievement or favorable outcome |  |