# 10 Human Behaviour Axioms

While human behaviour is infinitely variable, we can observe consistent patterns, what we have termed pragmatic axioms, that reflect underlying drives to conserve Self, navigate uncertainty maintain social cohesion and make sense of our environment.

These behavioural patterns, though individually shaped, are not signs of dysfunction; they are baseline human adaptations.

In a well-functioning group, such behaviours are typically modulated, consciously or unconsciously, to serve both individual and collective goals. However, when an individual’s behavioural patterns become chronically maladaptive, hindering personal effectiveness or group functioning, an intentional intervention becomes necessary.

Coaching offers a structured, psychologically grounded intervention that works with, not against, these foundational behavioural tendencies. By fostering self-awareness, reflective agency, and intentional choice, coaching helps individuals realign their actions with both personal and systemic outcomes.

When applied at both individual and team/group levels, coaching supports the recalibration of behaviours that have drifted from their adaptive purpose and helps people and organisations achieve their goals.

1. **Pursue sexual and reproductive interests**

We engage in behaviours shaped by mating strategies, attraction, and parental investment.

1. **Simulate the past and future**

We reflect on previous experiences and imagine future scenarios to guide choices.

1. **Avoid pain and threat**

Humans are primed to detect danger and minimise physical or psychological harm.

1. **Prefer predictability and coherence**

We organise experience into patterns and strive to reduce uncertainty and dissonance.

1. **Pursue social belonging**

We seek connection, affiliation, and acceptance within groups to feel safe and valued.

1. **Monitor status and social rank**

We track our relative standing and adjust behaviour to protect or enhance our position.

1. **Seek fairness and reciprocity**

We are attuned to just treatment and instinctively return favours or punish cheating.

1. **Favour in-groups over out-groups**

We categorise people and preferentially support those we see as part of “us”.

1. **Exert agency and influence**

We act on the world to feel competent, make an impact, and avoid helplessness.

1. **Construct meaning and find patterns**

We interpret events through stories, beliefs, and causal attributions, even when none exist.