

## SCARF Model of Social Threats and Rewards



Source: <https://www.mindtools.com/pages/article/SCARF.htm>

### What Is the SCARF Model?

The SCARF Model was developed in 2008 by David Rock, in his paper "[SCARF: A Brain-Based Model for Collaborating With and Influencing Others](#)." SCARF stands for the five key "domains" that influence our behavior in social situations. These are:

1. **Status** – our relative importance to others.
2. **Certainty** – our ability to predict the future.
3. **Autonomy** – our sense of control over events.
4. **Relatedness** – how safe we feel with others.
5. **Fairness** – how fair we perceive the exchanges between people to be.

The model is based on neuroscience research that implies that these five social domains activate the same **threat** and **reward** responses in our brain that we rely on for physical survival.

This "primitive" reaction helps to explain the sometimes strong emotional reactions that we can have to social situations – and why it's often hard to control them. It's instinct, and unfortunately we can't just "turn it off."

For example, when we are left out of an activity, we might perceive it as a threat to our status and relatedness. Research has shown that this response can stimulate the same region of the brain as physical pain. In other words, our brain is sending out the signal that we're in danger.

Furthermore, when we feel threatened – either physically or socially – the release of cortisol (the "stress hormone") affects our creativity and productivity. We literally can't think straight, and this increases the feeling of being threatened.

On the flip side, when we feel rewarded (for instance, when we receive praise for our work) our brains release dopamine – the "happy hormone." And, of course, we want more! So we seek out ways to be rewarded again.

# SCARF and CliftonStrengths



Status  
 Certainty  
 Autonomy  
 Relatedness  
 Fairness



Theme	Need	SCARF Trigger
Activator	<p>Less discussion, more action.                      Opportunities to turn ideas into action.                      Freedom to make decisions and execute.                      Pointers to head in the right direction.                      Space to learn through experience.                      Social interactions and variability.</p>	<p><b>CERTAINTY</b> – When get we get going again? When will this be over?  <b>AUTONOMY</b> – I cant just move on, I have to wait for others</p>
Woo	<p>Social interactions and variability.                      Opportunities to meet new people.                      People to draw into conversations</p>	<p><b>RELATEDNESS</b> – OK I can Zoom but not see people, I can however be a catalyst to bring others together</p>
Command	<p>Freedom to take risks.                      Challenges and conflicts.                      Others who will follow my lead.                      Clear expectations from others.                      Space to express my opinions and influence others.</p>	<p><b>STATUS</b> I can lead others and show the way. I can feel comfortable to challenge others an offer an alternative view  <b>STATUS</b> Not able to express my views  <b>FAIRNESS</b> Your taking too much loo roll, that’s not right</p>
Arranger	<p>A dynamic environment.                      Opportunities to think on my feet.                      Responsibility to create and modify the plan.                      Autonomy to consider and arrange all the variables in the most productive way.</p>	<p><b>RELATEDNESS</b> – I love connecting others and in times of Uncertainty my WOO and Arranger can help connect others</p>
Positivity	<p>Interactions with others to share a positive perspective.                      Chances to encourage others.                      Freedom to experience the joy and drama of life.                      Opportunities to celebrate the success of others.</p>	<p><b>RELATEDNESS</b> It will be fine if we all do the right thing and stay calm, we can get through this.</p>