

NEEDS/WANTS CHECKLIST

INTRODUCTION

Much has been written about Needs. Maslow defined a hierarchy of them. Countless coaching schools have constructed whole programs about getting your needs met. Our entire economy often seems to depend on us finding ever more needs to fulfil.... because hey.... that's what keeps the money flowing!

So, what are your (real) needs? Do you know? If you do, please write them here, without reading further. And even if you don't, perhaps take a moment to think of c. ten: just off the top of your head.

THE LINK TO SELF-WORTH:

If self-worth is problematical, there are some common pitfalls. The first and most obvious pitfall is neglecting our needs.... perhaps not even being aware of them. For example, perhaps you have a need for interaction with others in the morning, in order to kick-start your day? Or a need for structure and accountability in order to perform at your best? Or a need to switch off, at least one day per week? If these needs are not understood, a professional can struggle with a homeworking environment – sometimes for years – without acknowledging their core needs and then doing something about them.

Another common pitfall is losing oneself in service to others. This is discussed more fully in “The Self-Worth Safari” in the chapter “The Desire to Contribute” (p229). It's all too easy to smokescreen our own needs by losing ourselves in service to others.... Particularly if self-worth is problematical.

Even for a confident professional who manages to eschew these pitfalls, there is always the risk of having so many needs that none of them are properly met. The overriding feeling that often results is frustration: particularly frustration with the self. If this professional is running on self-esteem, this can spell trouble ahead. There is often a nagging sense of not being “enough” which eventually erodes self-worth over time.

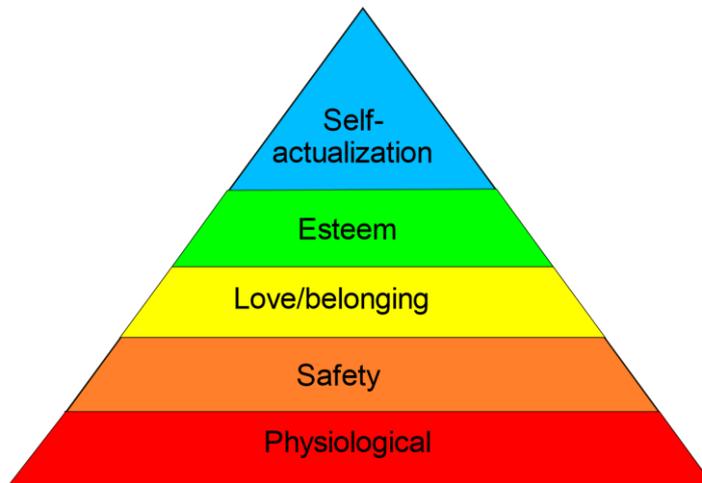
The exercise ahead is designed to achieve several things:

- a) To draw attention to needs that you might be ignoring
- b) To help distinguish *needs* from *wants*
- c) To prioritise core needs, ones that you focus on getting met (or eliminate)
- d) To customise all of this for you, rather than trying out someone else's “operating model”.

For a full description of the difference between a Need and a Want, you may wish to refer to page 143-145 of “The Self-Worth Safari”.

PART I: MASLOW'S HIERARCHY

We use the key headings from Maslow's oft-quoted Hierarchy, working from the bottom upwards:



Opposite each sentence, is it a Need or a Want? Please note there are no wrong answers. You are free to determine which are needs and wants for you, to add your own statements and also to cross out any of the examples which are not significant for you.

Physiological layer	Need?	Want?
I eat healthily		
I take good care of my sight, hearing and teeth		
I live in a home with adequate and functioning heat, air and light		
My work environment is ideal for my job		
I dress fashionably in order to look good		
I exercise every day		
I drink at least 2L of water		
My hair is the way I like it		
I get a good night's sleep		
(please add your own statements, reflecting as you write)		

Moving up the hierarchy. In terms of safety, you might consider statements such as these.

Safety layer	Need?	Want?
My home is in a neighbourhood where I don't feel threatened		
My commute does not expose me to unwelcome danger		
I feel comfortable with my colleagues, I do not feel threatened at work		
I am not tolerating degrees of touch with which I am uncomfortable		
I am not terrified of losing my job; I have some savings or contingency		
My home is secure		
I have adequate insurance (medical, property, car etc)		
There are no tax or legal clouds on the horizon		
I thrive on stability / variety / order (choose the best word)		
(please add your own statements, reflecting as you write)		

In this next layer, feel particularly free to choose the statements that you feel apply to you, or amend these sentences as appropriate:

Love/Belonging layer	Need?	Want?
I have several good friends, who really "get" me		
There is affection in my life		
I know where I belong (whether defined by geography or otherwise)		
I can express my views without ridicule or sarcasm		
I have people in whom I can confide, that I trust		
I feel supported with life's challenges: not on my own		
There are people to celebrate with		
I enjoy co-creating with others		
For me, it's important to be needed		



that allow you to operate at your best. How does this compare with the first list you made, at the very beginning of this checklist? Anything missing? Are there needs of yours that simply don't fit into the headings above?

Are there needs that you want to move between layers of the hierarchy? For example, if you wrote "Sex", is that linked (for you) with the Physiological layer, or the Love/Belonging layer? You are the expert on your needs.

Try to conclude the exercise with c 5-7 key words. You may want to come back to this in a few days, because the sub-conscious mind may help you with this prioritisation.

Why the need to prioritise? *Because if we chase too many needs, we may end up satisfying none of them.* This is a widespread problem in today's consumer society, which is very adept at needs-creation but not quite so good at giving us the time and headspace for needs-satisfaction.

PART III: MEET OR ELIMINATE?

There are two ways of dealing with a need: you can get it met, or you can eliminate it. If it's a core need, it may be rather unlikely that you can eliminate it... but it's not impossible. To take an example, I once thought that I needed a certain amount of recognition. But as I grew to understand that that this need was linked more to my self-esteem than to my self-worth, I would no longer classify it as a core need. Today, it's more of a want than a need. It's still there, somewhere, but no longer guides my decisions.

*Which needs do you want to get met?
Which needs might be easier to eliminate?*

GETTING SUPPORT

You may find it helpful to work with a partner or another experienced professional.
If you would like to set up a (no-obligation) Skype or Zoom call, my email is John@SelfWorthAcademy.com