

NEEDS-BASED FUNDAMENTALS

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NEEDS

- **Universal and common for all human beings**

e.g. safety, connection, being seen, being understood, belonging, choice, ...

- **Dynamic** – they can change from one moment to another. **They indicate what's important to you at the particular moment.**

e.g. I'm writing an article (need of contribution). Then I'm taking a break because I'm hungry (need of food) and I'm calling my friend to chat (need of connection).

- **Feelings indicate if your needs are met (pleasurable feelings) or not met (difficult feelings)**

e.g. I took a walk. I feel calm and relaxed because the needs of rest, movement, health, self-care, pleasure, ... are met.
e.g. I had a difficult conversation with my manager. I feel irritated because the need of being understood is not met.

- **Needs can be met through infinite number of strategies which are conscious and unconscious behaviors and mental models (incl. beliefs and values)**

e.g. I can meet the need of connection by having a conversation with my daughter, watching a movie with my husband, seeing my dog greet me at the door, working with my team on a project, believing that my friends will be always there for me, ...

VALUES

- **Different for all human beings**

e.g. family, travel, tradition, patriotism, achievement, career, wealth, religion, ...

- **More permanent** – even if they evolve throughout your life, they are steadier at the given stage. **They indicate what's generally important to you in life.**

e.g. Career is generally important to me.

- **Values can indicate which needs are especially important to us at the given stage of our life** (need word = value word)

e.g. integrity, honesty, authenticity, ...

- **You can be aligned with your values and, at the same time, some of your needs might not be met**

e.g. I'm having a difficult discussion with my team. I'm aligned with my value of integrity which means to me that I say what I mean and I do what I say. At the same time, I realize that one of the team members tells a lie during our discussion. I feel surprised and disappointed because the need of integrity is not met in this moment. I also feel confused because the need of clarity is not met (Why did they say that?)

- **Values are strategies to meet needs**

e.g. Family is one of my values. It might be a strategy for the needs of affection, care, safety, belonging, closeness, love, contribution, ...