

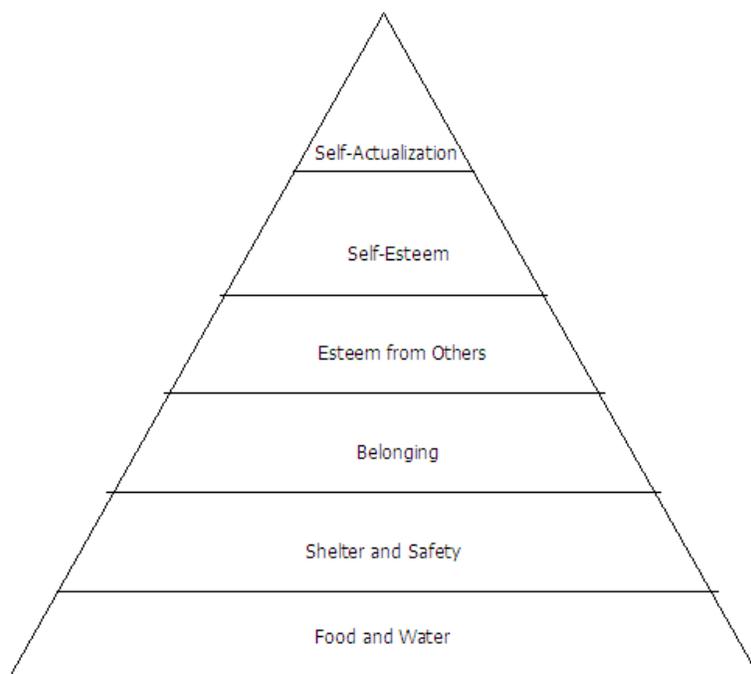
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One of the simple yet effective strategies we offer at U.C.U. is the one we call the Needs and Wants strategy. The greater an individual's ability is to meet our own needs the more successful and fulfilled their lives become. Needs are here to get met. Many of us have ignored our own needs and wants. When this happens we eventually feel like are living a disorganized, noisy, or listless life.

Needs

Maslow's Hierarchy of Needs is a theory in [psychology](#) that [Abraham Maslow](#) proposed in his [1943](#) paper A Theory of Human Motivation. His theory contends that as humans meet "basic needs" they can then seek to satisfy successively "higher needs" that occupy a set [hierarchy](#). Maslow studied exemplary people such as [Albert Einstein](#), [Jane Addams](#), [Eleanor Roosevelt](#), and [Frederick Douglass](#) rather than [mentally ill](#) or [neurotic](#) people - "the study of crippled, stunted, immature, and unhealthy specimens can yield only a cripple psychology and a cripple philosophy." (Motivation and Personality, 1987)

Maslow's hierarch of needs is most often depicted as a pyramid with five levels. The basic concept is



Maslow's Hierarchy of Needs

that only when the lower needs are met can we focus toward our higher needs. We know we are growing when we begin to move into the higher levels of the hierarchy.

Biological needs, such as food and water are the strongest because if deprived, the person will die.

Security or safety needs pop up in times of emergency or periods of disorganization. Insecure feelings of any variety often mean that we are disorganized or in a state of emergency on some personal or professional level.

Belonging is the way we escape feeling alone and alienated. When we are able to give and receive love, or affection our sense of belonging increases. We all need to feel a part of a bigger community, be it family or a team or an organization.

Esteem from others often plays out in a desire to be respected and valued by those around us. When our need for esteem from others is not met, we feel inferior, weak, helpless and worthless.

Self-esteem comes to us when we respect ourselves. It also grows when we feel satisfied and confident in what we have to offer to others. Even more important is the self-esteem that plays out when we are capable of seeing who we are even when we are not doing a thing. A sense of personal power is obtained at this level and often we feel the strong stabilizing sense that we are enough, just being ourselves.

Self-actualization is a level of great fulfillment. It has been described by Maslow as an “ongoing process” rather than a destination. It means we have joined ourselves with a cause that is very precious to us. We surround ourselves with strong, healthy, creative people. We view mankind with the highest amount of consciousness possible. We live inspired lives.

Needs have one single requirement and that is for us to meet them. While Maslow has taken time to outline the needs that are shared by members of the human race, in your coaching, you will work to find needs that are unique to each client. Typically these are the structure or habits that become stabilizers and the sanity makers for each unique individual.

Wants

Wants are ideas that start in the realm of dreams and visions. We are afraid that if we actually asked for them we would be disappointed or laughed at so then we bury them. They live so close to our own greatness that we spend quite a bit of energy ignoring them. Wants are purely those ideas that inspire us to follow our passion and conquer bigger than life visions. Wants are to be proclaimed, stated boldly and pursued by passion and persistence.

It can scare us to think of what we really, really want for our business, our career, our lives. It is even more unnerving to voice these things out loud. If you have some dream inside of you that you’ve never told another person or that you never even allowed yourself to imagine, it is time to do so. It is time to uncover that vision. We all have something close to our hearts that we can no longer deny. Now is the time to open our hearts up and see what is inside.

Every day we ignore our needs, we grow weaker. Every day we put off our wants, a part of our soul shrivels up a tiny bit.