

EPISODE 002

# CREATIVE ANALYSIS STAGE:

## IDENTIFYING NEEDS PART 2

• BEYOND THE TEMPLATE PODCAST •

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# HONEY, *You better do!*

## Reflections

Use the following reflection questions to connect the previously identified needs in your life, your work, your creative pursuits, etc. with problems you would like to solve.

1. Based on your identified needs, what are the main problems which you clearly see need to be solved?
2. In terms of your desired creative project, endeavor, approach and solution, will exploring this avenue assist you in your journey towards solving these problems?
3. What do you think is the purpose of your creation?
4. Do you think this new creation will solve your present needs? Or the needs of others?

## Community Prompt (YouTube)

What listener names do you like the best: strategists and scribblers, thinkers and tinkerers, engineers and imagineers, notetakers and nomads, or planners and poets?

PS... if you have any ideas for listener name pairs that you like even MORE... Drop them in the comments as well!



## Key Takeaways:

When addressing needs, they need to directly tie to existing problems which need to be solved.

Both the problems and the needs should be addressed through the proposed creative solution or project.

The best projects are those that impact ourselves and also those around us in a constructive, positive and supportive way.

## Types of Needs (From last week):

1. Normative- comparison of an individual/target audience to large-scale (national/world) standard
2. Comparative- comparison of an individual/target audience to peers or similar audiences
3. Felt- comparison of present state of performance of an individual/target audience and desired state
4. Expressed- Felt needs turned into action- this is where internal motivations create actionable changes
5. Anticipated/Future- Identifying needs based on future projections and future problems identified
6. Critical Incident- Gaps in knowledge that result in catastrophic results