

# WHAT DO YOU NEED?

THE GUIDE FOR KNOWING YOUR NEED



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## PROLOQUE

The question “What do I need?” Is often asked at the moment that something is made. With that question it is determined what one needs of ingredients or materials.

Actually I have not heard that peculiar question very often in my career as management consultant. “What do we need?”. Clients always assume that the consultant indicates what is needed. Clients like to distance themselves from the ‘problem’ they submit to the advisor. This with the assumption that with the awarding of the assignment, the responsibility for the problem is transferred. “What do you need?” is a question that therapists and coaches regularly ask their clients. Usually because they have been taught to do so. In practice, I notice that many coaches and therapists direct the question to themselves, rather than to their client. The question that is implied is: “What do **you** need from me?” The question “What do I need?” proves to be very difficult to answer. The reason is that, although the question is essential, there is a crucial component missing. If the question is not preceded by this component, the question is actually irrelevant. The missing component is ‘necessity’. If what is necessary is not known, determination of the need is of no use.

If you do not know what you want or want to make and why, for what purpose, you make it, you cannot determine which ingredients or which material you need. The reason why people have so much difficulty in answering the question is therefore that they do not know their needs in terms of necessities. One often does not focus on the goal that one has in mind. This is because we live in a “How do I do it?” society instead of a “Why am I doing this?” society. In it, the essential ‘why question’ is skipped at all levels of society. The result is that people often start something without a clear goal, an underlying intention or need. I have written the book ‘What do I need?’ for everyone who wants to make informed choices. Anyone who wants to be able to ask and answer the “What do I need?” question in essence. And thereby wants to make life, for themselves and for others, more insightful and useful. Having insight into your (the) real need, gives direction to your life.

**I wish you tremendous reading pleasure and lots of insights!**



## PREFACE

Modern man has the greatest difficulty in determining his needs. This is because modern society is built on the basis of its needs. Man no longer has to hunt to get food. He no longer has to grow products for himself either. He chooses to produce meat, as he also chooses to grow products. He chooses to meet his needs for this. Modern man scarcely remembers that if no one would feel to produce products, he would not have food. Modern society is one of 'convenience'.

Modern man does not know better than that everything he needs is 'available'. He has invented a convenient exchange tool for that; 'money'. He thus pays for his needs. He thinks he can buy his need for safety by 'insuring' himself. He also thinks he can buy his need for security and warmth when he relates this to sex.

Modern man has never had so many possibilities in his existence. He is according to all definitions regarding possession, in matter 'rich'. That everything is in abundance, however, does not mean that his needs are fulfilled. Modern man mainly purchases products because they are available. Not because he needs them. The abundance does not necessarily make modern man happy. There can be a lot available, but if all which is available does not meet his real needs, man is 'poor' after all.

When modern man is asked to meet his needs, he is unaware of his desires and wishes. What is not strange. That is because, if everything is available in abundance, only desires and wishes remain. The desires and wishes then concern 'more' and 'greater'; the superlative stages of what he already possesses.

In the coming chapters, the question "What do I need?" is explained, with the aim of providing insight into what is needed / necessary. It is especially important to gain insight into why knowing your need is necessary for a happy and fulfilling life.

