EPISODE 001

CREATIVE ANALYSIS STAGE:

IDENTIFYING NEEDS

BEYOND THE TEMPLATE PODCAST

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HONEY, *You better do!*

Reflections

Use the following reflection questions to identify needs in your life, your work, your creative pursuits, etc. Do any of these resonate? Does this sound like you?

1. Are you comparing yourself to others in terms of productivity and/or accomplishments where your creation would level out this difference? OR Do you see a gap between two groups of individuals where your creation could create equity?
2. Are you internally comparing yourself as you are now with a version that you would like to be? OR Do you see a group of individuals which your creation could level up in someway or somehow?
3. Have you verbally expressed to others that you would like to create something new in your life and have you already been seeking to explore how to create this new something? OR Has someone else expressed a desire for something new to you which you could meet or fill through your creation?
4. Do you anticipate that your creation will be needed in your life or in the lives of others? For example, because of shifting technologies, human experience, etc.
5. Did something big recently happen in your life where a creative solution would have helped you manage it better, so it is crucial for you to be prepared in the case of a "next time"? OR Has a world event or phenomena shown your creation would have been helpful had it already existed?

Key Takeaways:

Needs should be addressed first before creating ANYTHING, whether we are talking your own needs, the needs of your clients/customers, or the needs of your learners

There are different types of needs which should be considered, and FYI these will be defined on my website for you further)- See Other Page!

No matter how ambiguous your idea is... you can make it actionable... even LOVE. What would it mean for you, today, to treat love as a verb, so it's not just something you feel, but something you do?Can you see yourself building more love in the world through creativity?

Types of Needs:

1. Normative- comparison of an individual/target audienceto 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- Indentifying needs based on future projections and future problems identified
6. Critical Incident- Gaps in knowledge that result in catastrophic results