

Failure is when you desire
what you don't need

Vlad Ungureanu

LearnStuff.ro / CGM Romania

[22nd of October 2016]

About me



Founder, Trainer



Technical Consultant
& Senior Java Developer

Sponsors

DIAMOND



PLATINUM



GOLD



Failure is when you
desire what you
don't need

- The one about the Chart
- The one about the Good Developer
- The one about the Startup
- The one about Alcoholics
- The one about the Great Project
- Desire vs Need
- The illusion of choice
- The second illusion of choice
- Identify desires
- Basic needs
- Identify needs
- Making it work

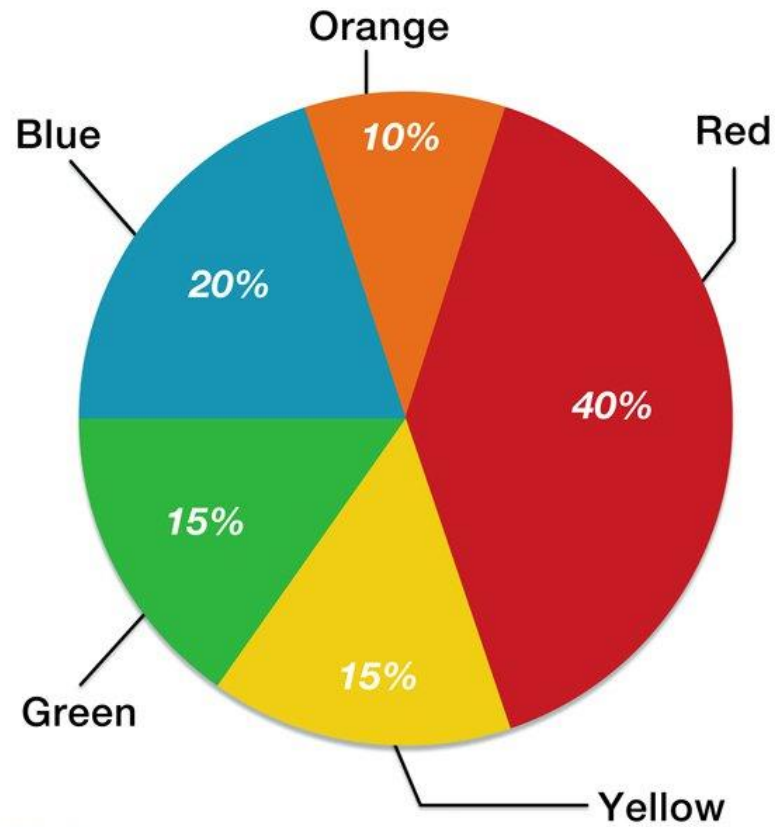
**I'm motivated by a need
to leave something meaningful
in the world & a
profound desire to shove
it in the face of anyone
who's rejected me.**

VIA FUNNYSTATUS.COM

The one about the Chart

~ Client desires vs Client needs ~

What Color is the Chart?



CollegelHumor

The one about the Good Developer

~ Career desires vs Personal Life needs ~



Be a hero to your employees.

Get exclusive tips to become a manager that everyone loves.

The one about the Startup

~ Personal desires vs Personal needs ~



The one about Alcoholics

~ What we desire vs What actually works ~

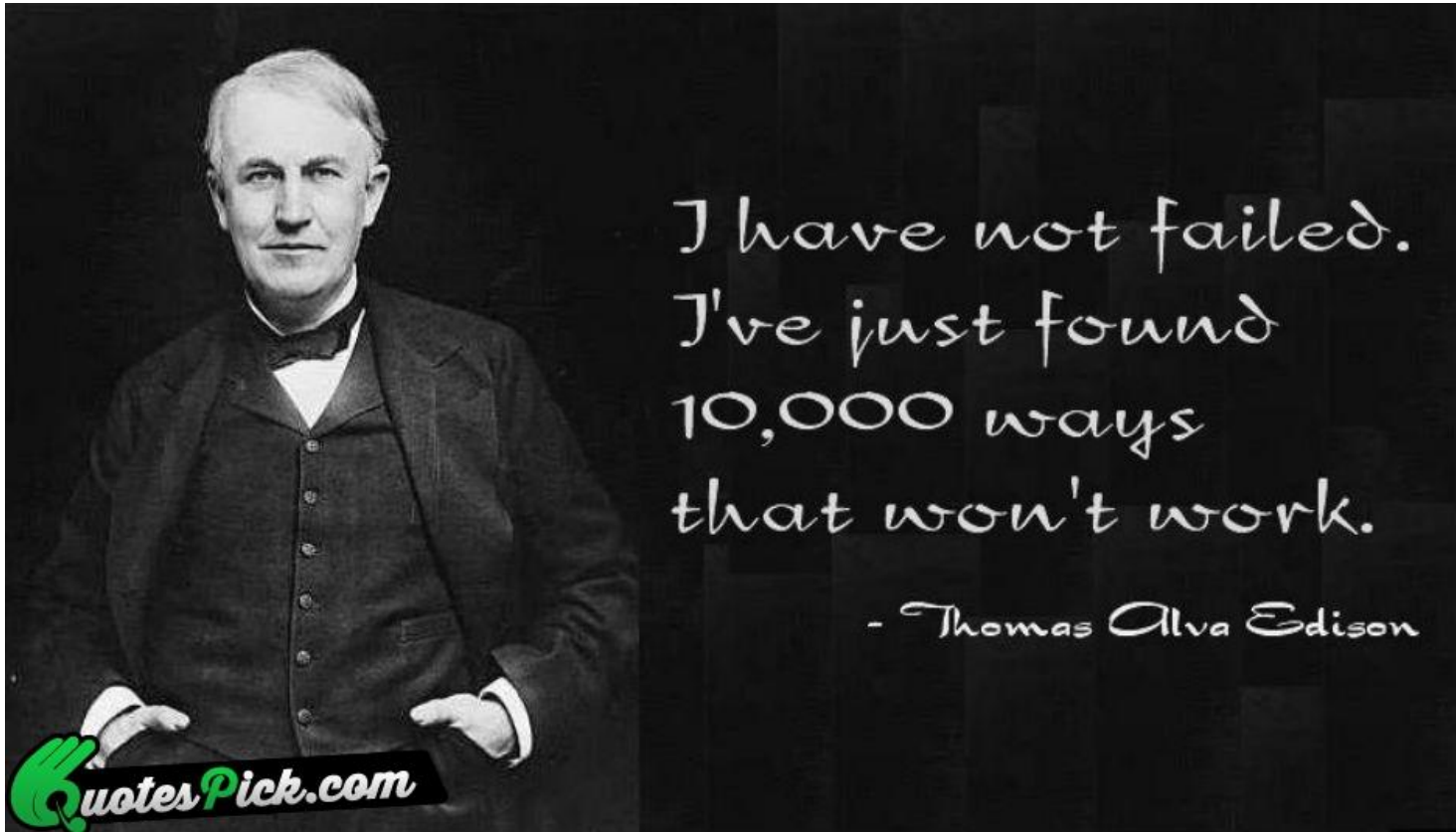
You put the fun in
functioning alcoholic.

somee cards



The one about the Great Project

~ What we would like to happen vs What should happen ~



I have not failed.
I've just found
10,000 ways
that won't work.

- Thomas Alva Edison

 QuotesPick.com

Desire vs Need

- Desire is a strong feeling of wanting something
- Desires are usually described as nice to have or expected of us
- Desires are usually easy to describe
- A need is a desire that the brain decided it must be gratified and then leads to behavior
- Needs are vital, essential or very important
- Needs can be seen as insufficiencies in our lives
- Needs are intimate and difficult to understand, accept and describe

The illusion of choice

- Most people think they need something
- Most of the time they only desire it
- The cost of our desires is sometimes more than we are able or willing to pay
- Desires require an intrinsic motivation
- Desires guide our speech
- Needs drive our actions whether we want that or not
- Needs form our habits

The second illusion of choice

- 40% of what we believe we decide each day is the result of habits
- Habits are repeated daily because they help us satisfy our needs
- We don't form useless habits (even if they are harmful)
- We don't do anything that does not bring us value
- Habits that help us achieve our desires need to be consciously sustained

Identify desires

- Are usually things we think we need
- They are projected in the future
- They promise well-being and satisfaction
- Easy to talk about
- Generally described
- Often based on external factors or the external appraisal of our results
- The easiest way to identify desires is to understand and track the stories we tell
- Desires are usually *associated* with the following words: *nice, like, wish, would, could*

Some examples

- To get a new device, a new car or new clothes
- To have your own business
- To be famous
- To have a great house
- To finish your studies

Basic needs

- Eating - the need for food
- Family - the need to take care of ones offspring
- Acceptance - the need to be appreciated
- Independence - the need to be distinct and self-reliant
- Curiosity - the need to gain knowledge
- Order - the need for prepared, established and conventional environments
- Honor - the need to be faithful to the customary values of an individuals group, family or clan
- Idealism - the need for social justice

Basic needs

- Physical activity - the need for working out the body
- Power - the need for control of will
- Social status - the need for social significance
- Romance - the need for mating or sex
- Saving - the need to accumulate something
- Social contact - the need for relationship with others
- Tranquility - the need to be secure and protected
- Vengeance - the need to strike back against another person that has wronged you or has made you lose something



“You’re going to come across people in your life who will say all the right words at all the right times. But in the end, it’s always their actions you should judge them by. It’s actions, not words, that matter.”

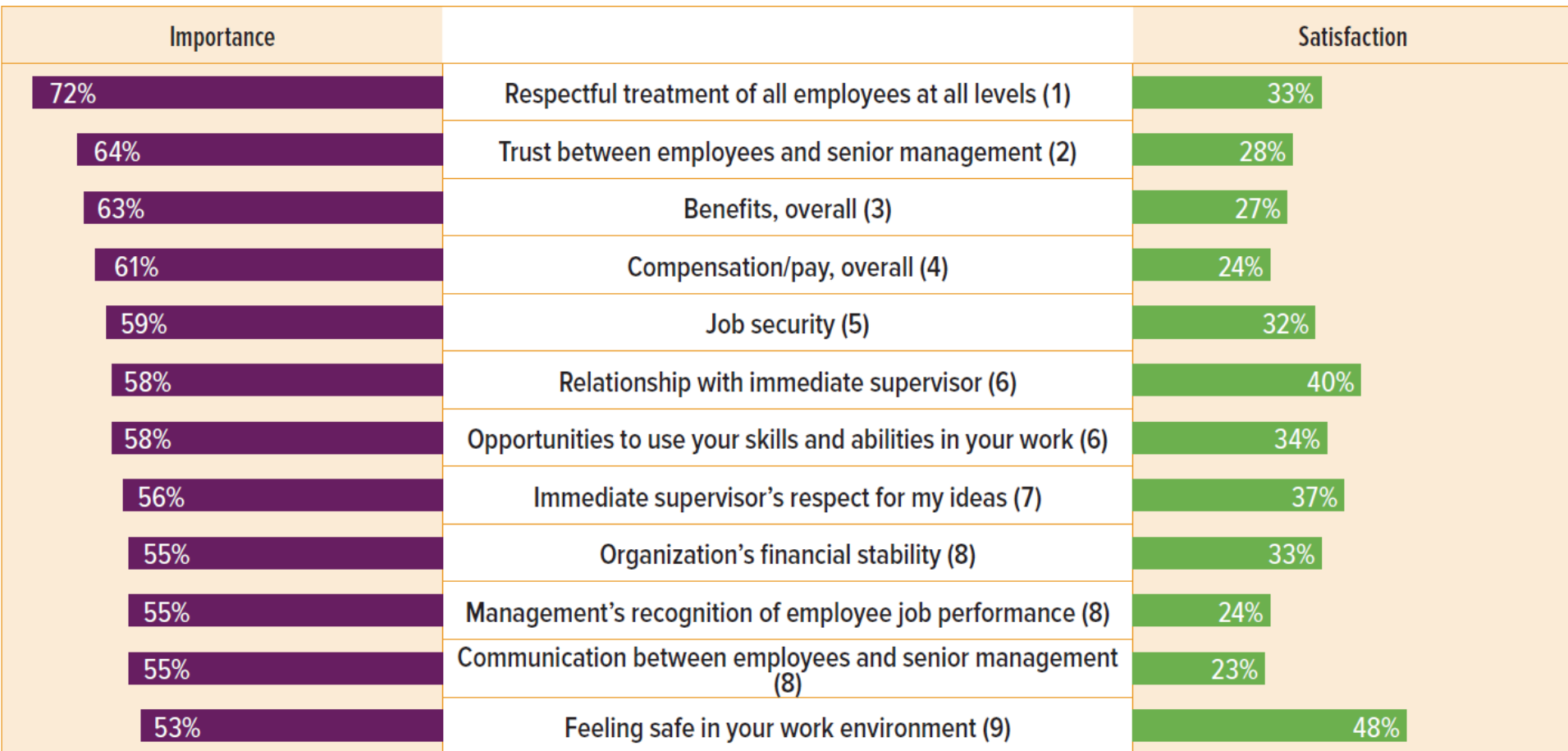
~ Nicholas Sparks ~
(the guy that wrote “The Notebook”)

Identify needs

- They are focused on present or immediate future
- Actions towards satisfying a need seem to be seamless
- Aside from vital needs, all other things we need are based on perception and personal beliefs
- Needs are based on personal satisfaction and self recognition of the results
- People are driven by unfulfilled needs
- The easiest way to identify needs is to understand and track your behavior
- Anger is a great marker for needs
- Usually associated with the following words: need, want, must, should

Some examples

- To be appreciated for your work
- To feel useful in your group or for your employer
- To be in a meaningful relationship
- To feel understood by family and friends
- To be part of a specific group that shares interests, passions, hobbies or ideas
- To shine in public through fame, success or money
- To feel powerful in personal, social or professional life

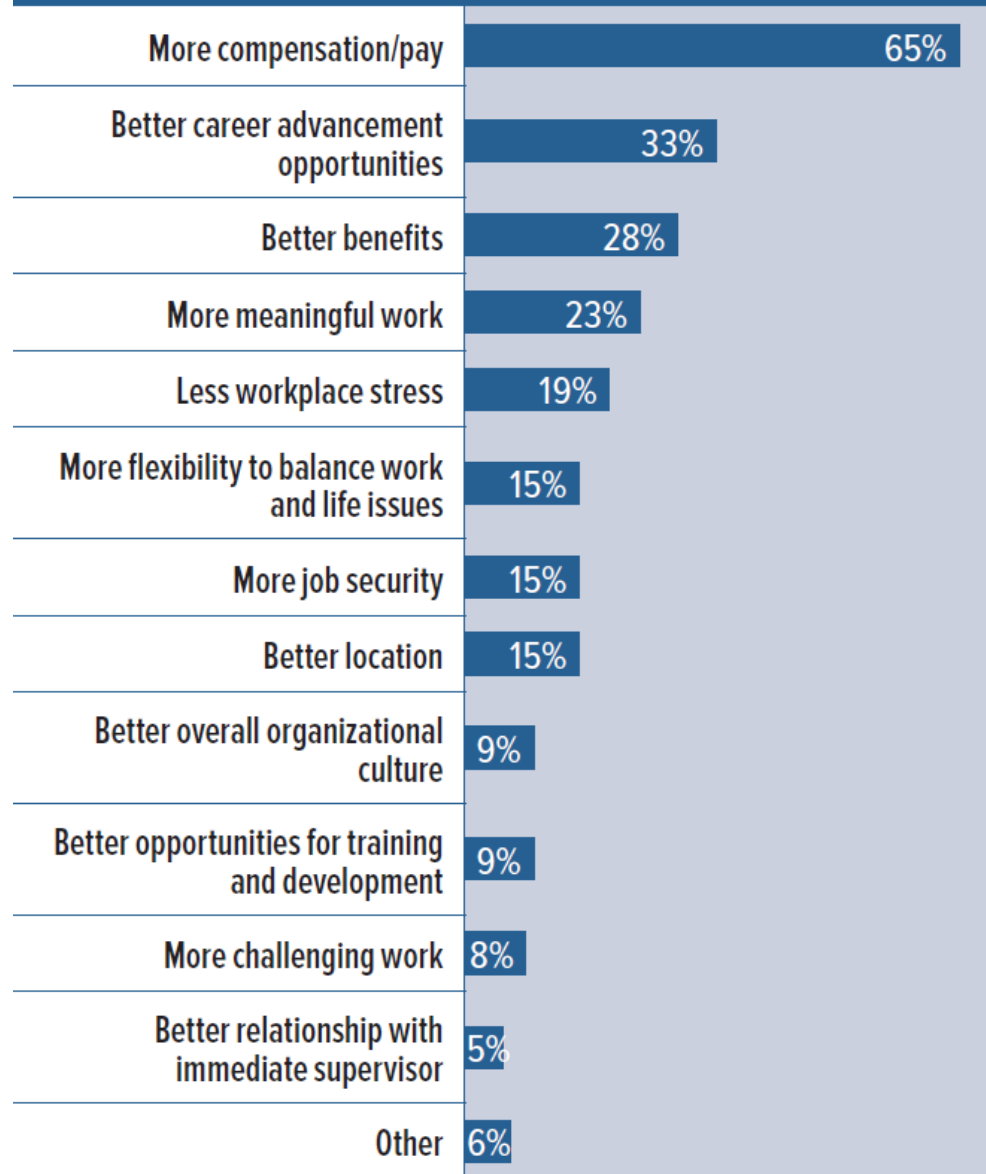


Images and data taken from:

“Employee Job Satisfaction and Engagement - 2015”

By the Society for Human Resource Management (SHRM)

FIGURE 8: Reasons Employees Seek Employment Outside of Their Organization



Images and data taken from:
“Employee Job Satisfaction and
Engagement - 2015”

By the Society for Human
Resource Management (SHRM)

The one about the Pay

~ Compensation vs Passion ~

Making it work

- Understand needs by being aware of your behavior and your decisions
- Accept the needs as they are
- Find constructive ways of satisfying your needs
- Learn to appreciate what you have
- After needs are satisfied we can focus on desires
- Consciously work towards your actual, constructive desires
- Use SMART objectives to drive your actions



COD≡CAMP

Failure is when you desire what you don't need

Vlad Ungureanu

LearnStuff.ro / CGM Romania

ungureanu_vlad_costel@yahoo.com

This is a free course from [LearnStuff.ro](https://learnstuff.ro)

– not for commercial use –