

## Lesson 4 - Recap

You Can Get Clear When You Understand People's Needs

- Three basic needs in life stand out above the rest: the need to belong, the need to love and be loved, and the need to know that your life has meaning and you made a difference to others.
- The Harley-Davidson brand recognizes the need people have to belong. The formation of the Harley Owners Group, or H.O.G., which has become the world's largest factory-sponsored motorcycle club, tapped into the idea of personal freedom.
- Harley-Davidson understood the fundamental need we all have to belong to something bigger than ourselves. When you buy a Harley-Davidson motorcycle, you become part of a family.
- Coca-Cola showed that the soft drink company understood the need to love by creating "I Want to Teach the World to Sing (in Perfect Harmony)" television advertisements in the 1970s.
- Companies such as Harley-Davidson and Coca-Cola understand that people will forget what you said, that people will forget what you did, but that people will never forget how you made them feel, according to poet Maya Angelou.
- You'll be surprised how doing something for others when they don't expect it takes the focus off yourself and frees you up to tune in to the lives of others.

# Exercises

1. How can understanding these three needs help with your business, your clients, and your life?

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# Basic Needs

Needs	What can you do to meet these three needs of your clients, coworkers, friends, and future employers?
Belonging	1. _____ 2. _____ 3. _____ 4. _____
Love and Be Loved	1. _____ 2. _____ 3. _____ 4. _____
Make a Difference and Have Meaning in Life	1. _____ 2. _____ 3. _____ 4. _____