

Get to the Need.

The Want vs. Need Worksheet & Script

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WANT Validation • Quick wins • Feel-good stories • A magic wand

NEED Honest data • Assumptions challenged • Root-cause clarity

Want ≠ Need, and blurring that line leads to stagnation.

The Worksheet

1 The request, as it was handed to me

Urgency score (circle one)

1

2

3

4

5

6

7

8

9

10

1 = can wait

10 = real fire

Easy way out: _____

Right (harder) way: _____

Root cause: _____

Who's giving the marching orders? What's *their* real need?

2 Plot it: circle the quadrant

Urgent + Important
Do it now

Important, Not Urgent
Schedule it: strategy

Urgent, Not Important
Delegate it

Neither
Drop it

3 The 5 Whys: each answer becomes the next question

Why 1: _____

Why 2: _____

Why 3: _____

Why 4: _____

Why 5: _____

4 Does it qualify? Move forward only if all three are checked

- ☐ Rationale for and against is included
- ☐ It moves the needle, and we can measure success
- ☐ There's a plan to sustain it, with SMART criteria

The Script

- 1 Receive the want, don't say yes yet**
"Help me understand what's going on. What made this urgent right now?"
- 2 Interrogate the ask**
"What problem are we actually trying to solve? What have we already tried?"
- 3 Name the need in opportunity language**
"It sounds like [THE WANT] is really about [THE NEED], and that's buildable."
- 4 Propose the plan, not just the fix**
"Let's pilot [1-3 CHANGES] with [TEAM] by [DATE] and measure [METRIC]."
- 5 Set the new boundary**
"From now on, let's start requests like this with these questions."

INSTEAD OF	USE
"We're failing at leadership development."	"Our leadership development isn't where it needs to be YET."
"Nobody follows the process."	"The process isn't sticking. Let's find out why."
"Same complaints, again."	"A recurring signal showing us where to focus."

Handling Comfort Zone pushback

If you hear "It's fine. We just need the training."

Try "I can set it up. Let's take ten minutes so it actually sticks."

If you hear "We don't have time for all that."

Try "What does it cost us if this comes back next quarter?"

MY COMMITMENT

The request I'll reframe: _____

By when: _____

Bring this to the follow-up webinar: what you did, where you got stuck, what's next. [DATE & LINK]

Speak to opportunity, not fear.

Tell Me What You Want, But Is That What You Really Need?



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