

KEY I.D.™ NEEDS

TO GET IT RIGHT: by using data and evidence to evaluate and compare solutions before choosing the best one.

TO KNOW WHY: by understanding the purpose and related reasoning and justification.

FEEDBACK: to get reassurance and have the opportunity for clarification around standards/priorities.



ACCEPTANCE: of feelings, thinking and approach, without having to justify or explain to others.

A NON-JUDGEMENTAL ENVIRONMENT: where everyone's contribution is equally valued.

CONCISENESS: a summary and answers versus the detail, explanation and examples.

A CLEAR PICTURE: to be able to visualize the end result and/or outcome.

TANGIBLE RESULTS: to be personally involved/hands-on in building things with essential and useful outcomes.

OPENNESS: direct, literal communication and an environment where people do what they say.



TO MAKE IT IDEAL: in alignment with beliefs, values and vision.

TO BE GIVEN THE BENEFIT OF THE DOUBT: to have underlying intentions and motives recognized and acknowledged.

LEVERAGE: to ensure that effort, time and energy have multiple and exponential outputs and benefits.

THE PLAN: including context, structure, timelines, roles and details of contingencies.

TO HAVE THINGS RUNNING SMOOTHLY: to have everything, including the people dynamics, organized and on track.

TO MAKE PROGRESS: and have time to build momentum free from changes and interruptions.



FREEDOM: to experiment, keep the options open, and have flexibility in achieving goals.

VARIETY: to be able to change focus between different activities, roles, people and pace.

QUICK WINS: to start straightaway and achieve short-term goals and milestones.

NEW CHALLENGES: big, exciting, inspiring and urgent... to make the impossible possible.

POSITIVE ENERGY: a fun and stimulating atmosphere and the opportunity to brainstorm ideas.

SIMPLICITY: to focus on the bottom-line to make things easier and move quickly.



TO FEEL CERTAIN: before committing or making a decision and to strive to eliminate or mitigate risks.

SUBSTANCE: a credible and logical approach that speaks for itself.

TO ELIMINATE PRESSURE: to be able to operate at own pace without feeling rushed.

I.D. NEEDS™ SUMMARY

- › To understand why
- › Data, evidence and proof
- › To work out the right way yourself
- › Feedback and reassurance
- › Fairness and justice
- › Complex problems to solve
- › To work towards the best
- › To develop and share expertise
- › Continual improvement



- › Unconditional encouragement
- › To be accepted and not judged
- › To get it right the first time
- › Future focus vs. past analysis
- › The answers upfront
- › An inclusive environment
- › To act on 'sense of knowing'
- › Not to have to justify/explain
- › To operate without prejudice

- › A clear picture
- › For what is promised to happen
- › An open, candid environment
- › To deal with real/critical issues
- › To understand how things work
- › Tangible/useful/quality outcomes
- › Personal involvement and 'to do'
- › Literal/explicit communication
- › To use ALL you have to offer



- › To pursue the ideal
- › To fully leverage input/thinking
- › The benefit of the doubt
- › Mental vs. physical contribution
- › Diplomacy/discretion/timing
- › Recognition of the 'intangibles'
- › To connect at a deeper level
- › To align on values/beliefs/vision
- › Behind-scenes input recognized

- › To finish what is started
- › The whole/bigger picture
- › Clear expectations
- › A well-scoped plan
- › Guidance/instruction/precedent
- › Advance notice
- › Harmony
- › To have things running smoothly
- › Progress and momentum



- › To start and finish in one go
- › Variety
- › Spontaneity
- › To pioneer/find a different way
- › Goals not processes
- › Freedom/flexibility to change
- › To keep options open
- › To tailor approach/outcomes
- › To see things as exceptions

- › New 'impossible' challenges
- › A stunning first impression!
- › A fun/dynamic atmosphere
- › Positivity, hope and optimism
- › Urgency, passion, excitement
- › Simplicity and the bottom line
- › Inspire/be inspired by interaction
- › Committed outcomes/deadlines
- › To win big!



- › Certainty before committing
- › A logical approach
- › A quiet, calm environment
- › To avoid being pressured/rushed
- › To operate at own pace
- › To eliminate risks
- › To drive sustainable outcomes
- › Substance and not hype
- › To deliver on obligations