



Dedicated to Helping You Succeed

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Partnerships for Life

Regardless of your profession, all are linked by one very strong common thread, which is that we're all in the people business. The success of your career and your business is most largely dependent upon how well you create positive, long-lasting relationships with people, who can be easily qualified as your customers.

This article is dedicated to presenting one of the most significant charts that illustrates exactly how people view others in terms of a defined relationship and the better those relationships are, the better the results will be within your pursuits. The ultimate goal should always be seeking partnerships for life!

ORGANIZATIONAL NEEDS: TASK, STRUCTURE, WORK, JUSTICE

		LOW	HIGH
PERSONAL NEEDS: RELATIONAL, SOCIAL, FEELINGS, JUSTICE	HIGH	FRIEND	PARTNER
	LOW	OUTSIDER	VENDOR

All people have two distinct sets of needs: Organizational needs and personal needs. When we first look at the organizational needs of people, we are considering the tasks of life; getting the job done, if you will. Driving a bit deeper into this set of needs we're looking at the facts, the numbers, the objective, the work and all related measurements. From one of the most significant scriptures, Hosea 12:6, God refers to the organizational needs as "justice."

Moving onto the personal needs, we are considering the relational needs of people; the preferred behavior that people desire to be associated. As created beings, we are built much around relational associations with others. The social aspects of life, our feelings for one another all come into play as we develop our own set of personal needs. Biblically and, again from Hosea 12:6, God refers to personal needs as "love."

Our goal is to first realize that there are two sets of needs that need to be paid attention too as we relate with people and that both sets of needs must be met to a "high" degree if we are to reach the best relationship of "partner." When both categories of needs are met within their desired balance, you've earned the outcome of being "liked" and "respected" by others, which causes them to want to stick close to you, respond well, and all through both the good times and bad ones as well. Note that I've referred to the concept of "balance." This is because people require different percentages of effort within both category of needs. Some may require seventy-five percent personal with only twenty-five percent organizational and visa versa. Delivering on both sets of needs in their expected percentage earns partnerships. If you're not paying the right amount of attention to both categories of needs, you earn the following titles and descriptions as indicated within the chart:

1. **OUTSIDER:** Low in both needs categories resulting in no connection; no relationship; no effect.
2. **VENDOR:** Low in personal but high in organizational categories, you've taught many good things but nothing is learned because there is no loyalty to the cause. People will leave you to follow an easier leader, all because you've failed to show the love of God.
3. **FRIEND:** High in personal needs but low in organizational needs, only a social connection is established. People will stay in touch but never change. You leave people in their sin.
4. **PARTNER:** Proper balance of filling both sets of needs is met and a long-term, trusting relationship is established, all leading to high-impact results. You've maintained the correct balance between love and justice!