

## ***The gap between what we need and what we want***

*By Eti Katabi*

Where has the difference between the two words, "need" and "want" come from? And how recently has a gap between the two words existed?

If we look back some 25 years ago, we can find the reason for buying new things "because we needed them". For example, when things were broken, first we tried to fix them and then we would check with ourselves if we still needed them. After review, we would decide whether to replace it or not. It would be a careful decision. This was more or less the process at that time .

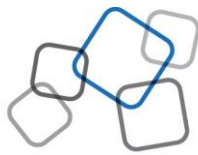
The decision was based on our needs. We probably also wanted things, but generally we were ashamed just to want them. Because of this feeling, we tried to unify our needs and our wants. There was almost no gap between the two words.

Today these are two different words, with two different meanings and different behaviors. What has happened? And why?

The reason is of course, "money, money, and again money". Companies create products and their marketing departments must sell them - and someone must buy them. It looks simple, but not always. Marketing has discovered the way to implant the word 'want' into people's thoughts. And it has worked very well. We can see it today. We buy because of our desires, our emotions and our appetites - and not based on commonsense needs. In previous times, marketing departments researched customer needs and on this basis, created products - and it worked like this. But in recent years, it has become insufficient and interesting.

A good example is Apple. Apple creates wants through its products - not based on what people need. And it has changed the market all over the world. And most companies have copied their successful model.

We have gradually forgotten what we need, and today our lives are based on our desires. We encounter this in many places in our lifetime, for example, in education. How can we teach the value of things in a world where things have no value? This is a very big ethical problem. And it is not the only problem.



We also encounter it in the business world in many cases, for example, the case of the gap between planning and execution. This is one of the central problems in organizations today. Organizations can find themselves planning and planning, but at the end, they do not achieve their results.

In my experience, I encounter this all of the time and the reason can be very simple. The planning is based in advance on the gap between what we need and what we want. When most of the planning is based on what we want, it is very difficult to achieve it.

But if the planning is based on both meanings, first our needs and second our wants, it could be the best way to find ourselves at the end of the year with the best results - without a gap between what we plan and what we achieve.

When you want to base your planning on your needs, the first thing is to identify your needs. It looks simple but people prefer to know what they want before what they need. Why?

The way to understand our needs is like going back into the far past. And to know what we want is to go forward to the far future - and this is more pleasant to us. We have the feelings that we are dealing with the future and not with the past.

We encounter the gap in many ways and in many cases, it is the major problem nowadays. But we must know there are solutions, maybe not easy solutions, but we can deal with the gap if we only just return a little bit to our origins. In the end, it's up to us.

*Contributed by Eti Katabi*  
[eti@kishurimhr.co.il](mailto:eti@kishurimhr.co.il)