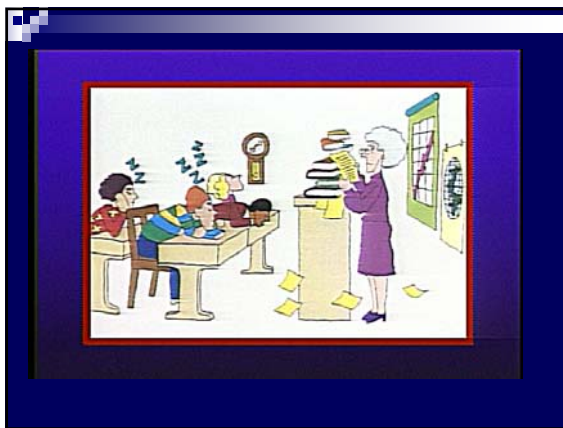


# LAW OF NEED

What is the one word you would use to describe school or most of the classes you have attended in your life?

All together now....



How do you catch a butterfly?



Trying to catch the interest and motivation of students....



## How the students should feel..

What is this?  
 Tell me more!  
 I want this!  
 I need this!  
 I got what I needed

## NEED MODEL

1. Seize attention-What is this-bait
2. Stir Curiosity-Tell me more
3. Stimulate felt need-I want this--example:  
 wanting to play with friends
4. Surface real need- I need this--example:  
 friendly community and fun
5. Satisfy real need—I got what I wanted

## NEED MAXIMS

1. Need building is the responsibility of the teacher-
2. Need meeting is the teacher's primary calling (usually he thinks of his own needs rather than students')
  - He is trying to teach sastra, instead of the students according to their needs
3. Need building is the teacher's main method to motivate students



4. Need motivates to the degree that it is felt by the students
5. Need building always precedes new units of content-baiting (hide the hook so they aren't aware)
  - a) Build the need at the beginning of each new series
    - class should be dying for the lesson (Today you are going to learn to...)
  - b) Build the need at the beginning of each lesson
  - c) Build the need during the class for the next class
  - d) Resurface the need when you sense interest is waning

- 6. Need should be built according to the audience's characteristics and circumstances
- 7. Need building may be hindered by factors beyond teacher's control
  - a) External factors-like temperature in room
  - b) Internal factors-mentality of students, or something going on

- ## DISCUSSION
- 1. What percentage of teachers do you know that built the need before teaching?
  - 2. List 5 of your felt needs and contrast them with the real needs
  - 3. What do you think are the felt needs in your community of devotees?

- ## NEED METHOD
- a) Step 1 Find the needs of students (we often think we know but don't)
    - i) Direct methods
      - 1) questions
        - a) like what are three biggest problems people face today?
        - b) Give 2-3 areas in your life you wish we would address in future
        - c) What topics would you like to be taught during the next semester

- 2. Questions should be open-ended
- 3. Low key interviews with individual students
  - a) What reasons do you think the class is feeling pressure now?
  - b) What struggles are your kids facing now?
  - c) How do you think debt is affecting families now?
- 4. Anonymous questionnaire-index cards
  - a) Open-ended questions-put them in categories
    - i) The biggest problem in my life is...
    - ii) The Krishna conscious practice I have the most problem with is...
    - iii) I also struggle with .... (overeating, gossiping, etc)
    - iv) When I get depressed the reason is .....
    - v) My greatest worry in life .....

- 5. Interactions with family members
- 6. Personal visits to student's homes
- 7. personal observation
  - a) body language, etc.

- ii) Indirect methods
  - 1. books that are read by people nowadays
  - 2. magazines and newspapers
    - a) look at question-answer section and preach on those topics
    - i) example: I will speak about what to do if you married the wrong person
  - 3. research studies and polls
  - 4. questioning individuals that interact a lot with the public

What's an example of a pressing need that has been found by researching among devotees?

The centennial report "has shown conclusively that the authority (or lack thereof) of ISKCON's *gurus* and the GBC represent the most significant predictors of member commitment to ISKCON. Quite simply, it is clear that many ISKCON member's (temple devotees, congregational members) and former members alike place minimal trust in ISKCON's leadership."

### TOP PROBLEMS OF . . .

#### 1940:

1. Talking
2. Chewing Gum
3. Making Noise
4. Running in the Halls
5. Getting Out of Line
6. Improper Clothing
7. Not Putting Paper in the Wastebasket

#### 1980:

1. Drug Abuse
2. Alcohol Abuse
3. Pregnancy
4. Suicide
5. Rape
6. Robbery
7. Assault

### 7 Trends of Youth

1. 65% of all Christian high school students are sexually active.
2. 75% of all high school students cheat regularly.
3. 30% of high school seniors have shoplifted in the past 30 days.
4. 45-50% of teenage pregnancies are aborted.
5. 3.3 million teenagers are alcoholics—1 in every 9 teens.
6. 1,000 teenagers try to commit suicide daily.
7. 10% of high school students have experimented with or are living a homosexual lifestyle.

iii) Develop a need inventory for your class

- b) Step 2. Focus on the need (one need per class) just pick one high priority.
- c) Step 3 Forecast the need (prepare for class)
- What will happen if they don't meet need-bait with negatives present to students-cons
  - What will happen if need met- positives as bait explained to students-pros
  - Think (teacher) what would happen if the need was met

d) Step 4 Feel or build the need—teacher should help them feel the need-bait people

e) Step 5 Fulfill the need

Yearly	Regularly	Before class	In class			In class and after
Identify	Isolate	Imagine	Inspire			Instruct
Find need	Focus need	Forecast need	Feel need			Fulfill need
			Seize attention Capture What's this?	Stir curiosity Curiosity Tell me more!	Stimulate felt need Consider I want this!	Surface real need Climax I need this!
						Satisfy real need Content I got what I wanted.

Teacher does: Identify—*isolate*—*imagine*—*inspire*—*instruct*

Student feels: What is this?—I want this!—I need this!—I got what I wanted

**NEED MAXIMIZERS**

- Describe the need in a factual presentation-graphs-lists
  - Example: baiting-divorce rate is now 50 %
- Express the need through storytelling
  - Dhruva needed kingdom of great grandfather, felt need vs real need
- Sensitize to the need through drama
- Increase the need through delivery-voice, body, hands
  - Vary intensity of voice

- Raise the need through music
- Exhibit the need with a diagram
  - You can even do a stick figure
- Symbolize the need with a picture
  - Example picture of starving people to collect money

**Maximizers summary**

Describe in a factual presentation  
 Express through stories  
 Sensitize through drama  
 Increase through delivery  
 Raise through music  
 Exhibit with a diagram  
 Symbolize with pictures

## How Narada Built the Need

Narada said to the hunter, "I was wondering whether all the boars and other animals that are half-killed belong to you."

"The hunter replied, 'Yes, what you are saying is so.'

### Seize Attention:

"Narada Muni then inquired, 'Why did you not kill the animals completely? Why did you half-kill them by piercing their bodies with arrows?'

...

"Narada Muni then told the hunter, 'I have one thing to beg of you.'

"The hunter replied, 'You may take whatever animals or anything else you would like.'

"I have many skins, if you would like them. I shall give you either a deerskin or a tiger skin.'

(hunter thinks, "What's this?")

### Stir Curiosity:

"Narada Muni said, 'I do not want any of the skins. I am asking only one thing from you in charity.'

"I beg you that from this day on you will kill animals completely and not leave them half-dead.'

"The hunter replied, 'My dear sir, what are you asking of me? What is wrong with the animals' lying there half-killed? Will you please explain this to me?'

(hunter thinks, "Tell me more.")

### Stimulate Felt Need:

"Narada Muni replied, 'If you leave the animals half-dead, you are purposefully giving them pain. Therefore you will have to suffer in retaliation.'

"Narada Muni continued, 'My dear hunter, your business is killing animals. That is a slight offense on your part. But when you consciously give them unnecessary pain by leaving them half-dead, you incur very great sins.'

"Narada Muni continued, 'All the animals that you have killed and given unnecessary pain will kill you one after the other in your next life and in life after life.'

"In this way, through the association of the great sage Narada Muni, the hunter was a little convinced of his sinful activity. He therefore became somewhat afraid due to his offenses.

"The hunter then admitted that he was convinced of his sinful activity, and he said, 'I have been taught this business from my very childhood. Now I am wondering how I can become freed from these unlimited volumes of sinful activity.'

(hunter thinks, "I want this.")

### Surface Real Need:

"Narada Muni assured the hunter, 'If you listen to my instructions, I shall find the way you can be liberated.'

"The hunter then said, 'My dear sir, whatever you say I shall do.'

"Narada immediately ordered him, 'First of all, break your bow. Then I shall tell you what is to be done.'

"The hunter replied, 'If I break my bow, how shall I maintain myself?'

(hunter thinks, "I need this.")

### Satisfy Real Need:

"Narada Muni replied, 'Do not worry. I shall supply all your food every day.'

"Being thus assured by the great sage Narada Muni, the hunter broke his bow, immediately fell down at the saint's lotus feet and fully surrendered. After this, Narada Muni raised him with his hand and gave him instructions for spiritual advancement.

(hunter thinks, "I got what I wanted.")

### Sample to practice together

A felt need: organizing time to get done what I want to get done

How to develop the bait?

List ten things the person would think/feel/do if organized

List ten things the person would think/feel/do if not organized

(Suggestions from audience)

**Sample continued..**  
A felt need: organizing time to get done what I want to get done

How will we do this—focus on the positive, negative or both? Ask audience...

Will we use a story, facts, diagram, picture? Ask audience for ideas...

**Sample continued...**  
A felt need: organizing time to get done what I want to get done

Let's use the positive and tell a story of how someone felt at the end of a productive week in devotional service

Someone suggest a story?

**Sample continued...**  
A felt need: organizing time to get done what I want to get done

Now, the audience is feeling, "yes, I want to feel like that, too! How do I do it?"

But...what is the real need? Ideas from audience...

**Sample continued...**  
A felt need: organizing time to get done what I want to get done

Let's say the real need is to spend every moment connected with guru and Krishna

How will we go from the story about the successful organizer to bringing out the real need? Ideas...

**Putting it all together...**  
Verse: There are three gates leading to this hell—lust, anger and greed. Every sane man should give these up, for they lead to the degradation of the soul.

Felt need: peaceful life of "enjoyment"

Bait: facts about the stress of modern life and how that leads to disease, divorce, etc.

**Putting it all together cont...**  
Minimum information: Defining lust, anger, and greed, and explaining how they cause anxiety and trouble

Mindeasy: LAG our spiritual life and happiness

Principle: What takes away our peaceful enjoyment is lust, anger and greed

### Putting it all together cont...

Personalize to surface real need: We think of a time when we were happily enlivened in spiritual life, we were subduing what LAGs our spiritual life

### Putting it all together cont...

Persuade so as to fulfill the real need in a mind-easy way: Conquer lust through loving Krishna and His devotees  
Conquer anger through agreeing to accept what Krishna arranges  
Conquer greed through grabbing chances for service

### Putting it all together cont...

Ask audience to take one aspect of lust, anger, or greed and how they will transform it, today, in some specific way

Have some system for them to follow-up!

### DISCUSSION

1. Make a list of what you think are the class' top ten needs
2. What is the number one need of your class? Why?
3. Find out what books are best sellers where you are and what movies are
4. What are the 5 greatest spiritual needs in your temple
5. From Krishna's perspective what are your 5 top needs?
- \*\*6. Practice "forecasting the need." Pick a possible need, and work on how to deliver the "bait." Do this for homework.
7. How does meeting needs relate to application?