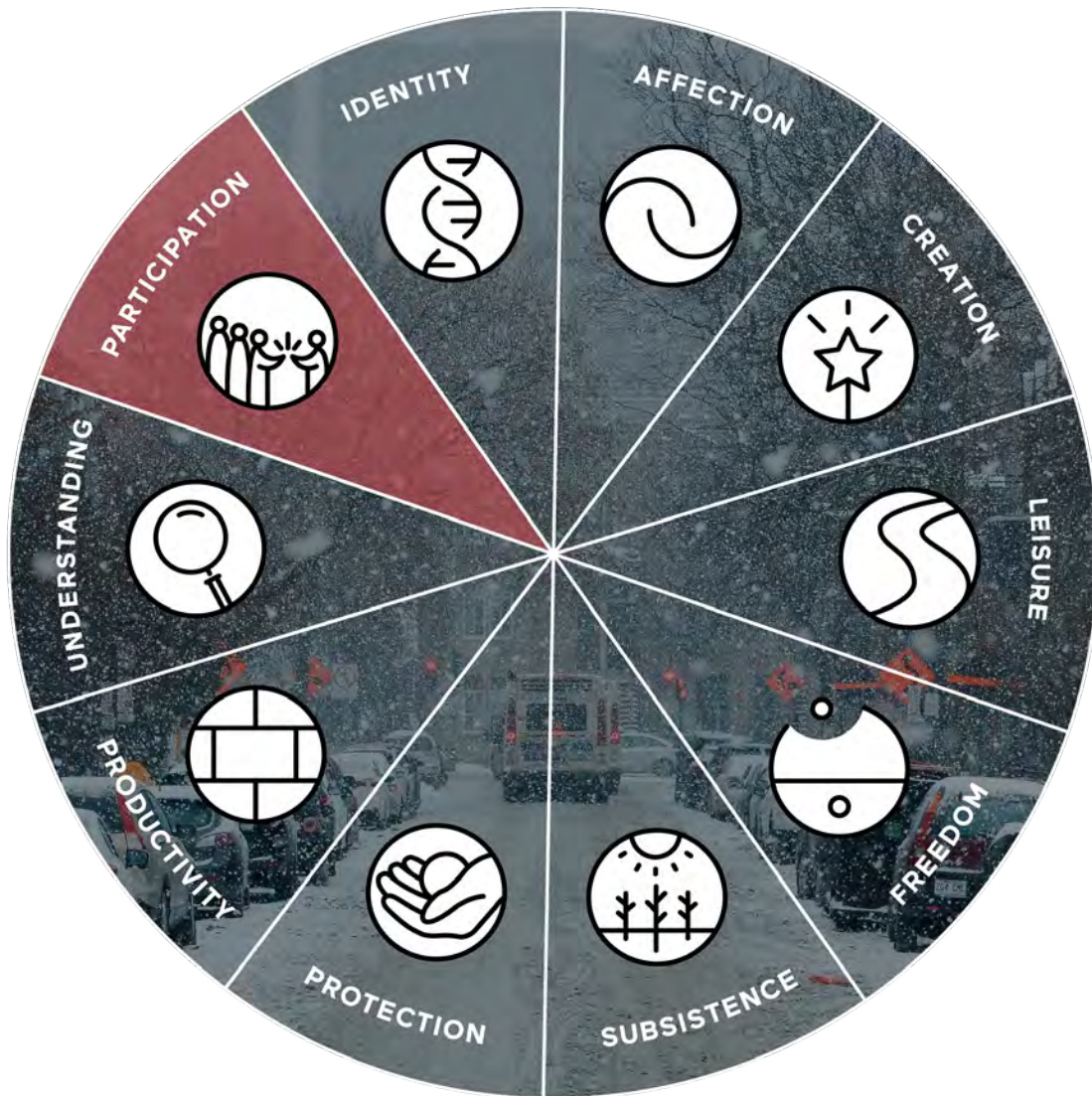


EVERYONE WANTS TO FEEL LIKE THEY'RE PART OF SOMETHING

## A Spotlight on the Fundamental Human Need for Participation





**LOOKING AT THE FUNDAMENTAL HUMAN NEED OF PARTICIPATION**

As you may recall from our earlier articles, we are using the lens of Jobs To Be Done to unpack how our Fundamental Human Needs come to life in day-to-day behavior. Our second spotlight on the Fundamental Human Need of “Participation” is fitting because we are all dealing with the resurgence of COVID and restrictions rolling back into place just in time for the holiday season. As such, we’re collectively mourning the togetherness and proximity we experienced during the summer months (even it was socially distanced and in the backyard). The feelings of normalcy associated with social interactions and being active in and around our communities are quickly fading away. What’s left behind are questions like, “Will restaurants survive without another round of stimulus from the Fed?” and “How am I going survive the cold, dark winter stuck at home with my kids?” From coast to coast, young to old, we’re seeking ways to stay positive and remain active and engaged participants in daily life.

# What We Hire for Participation

While there were several Jobs To Be Done that can help to fulfill the need for “Participation,” the one that best illustrates it in our present day context is to “Realize What’s Most Important.” Based on collective responses, Realize What’s Most Important is best summarized as:

“When I am constantly faced with restrictions on so many of the activities I most enjoy, help me realize what’s most important so I can appreciate what I have and help others do the same.”

In service of this Job, people are paging through old picture albums, scrolling through thousands of digital photos, and even printing a few not just because the nostalgia is comforting, but because it reminds them of times being safe, secure and accepted when surrounded by loved ones. They’re trying to maintain family traditions and even neighborhood events (think “Flamingo Fridays” and Euchre Tournaments) even if it means taking them virtual. And everyone who can is getting in on the action when it comes to supporting small business - because if we end up losing our communities and gathering places in the process of beating COVID, well, then we haven’t really won.

## PRIMARY JOB

- / Realize what’s most important

## OTHER RELATED JOBS

- / Reflect
- / Feel acceptance
- / Feel like I’m part of something bigger

## KEY CATEGORIES ASSOCIATED WITH THIS JOB

- / Scrolling through old pictures
- / Honoring traditions with families
- / Attending a virtual social event
- / Intentionally supporting small businesses



# How to Get Hired

## Designing for success

Brands and categories that will win here make real efforts at bringing people and ideas together, sparking conversations and purposeful interactions that leave lasting, positive impressions...not just on an individual, but at a community level. If perceived, qualities like selfishness, insensitivity or attempts to claim moral superiority will turn consumers away.



## QUALITIES THAT GET YOU HIRED

- / Brings gratitude – prompts mindfulness about the good you already have
- / Creates shared experiences – brings people together (even if not physically), creates the threads from which a social fabric can be woven
- / Community-minded – has purpose and an impact or benefit beyond the individual
- / Inclusive – fosters feelings of being valued and accepted
- / Extends the experience – creates talk-worthy elements beyond an event or interaction
- / Elicits positive memories – connects us to the past in meaningful and restorative ways (i.e., picks us up with an uplifting reminder of past fun we've had and can look forward to having again soonish vs. weighing us down by fostering feelings of loss or longing)

## QUALITIES THAT GET YOU FIRED

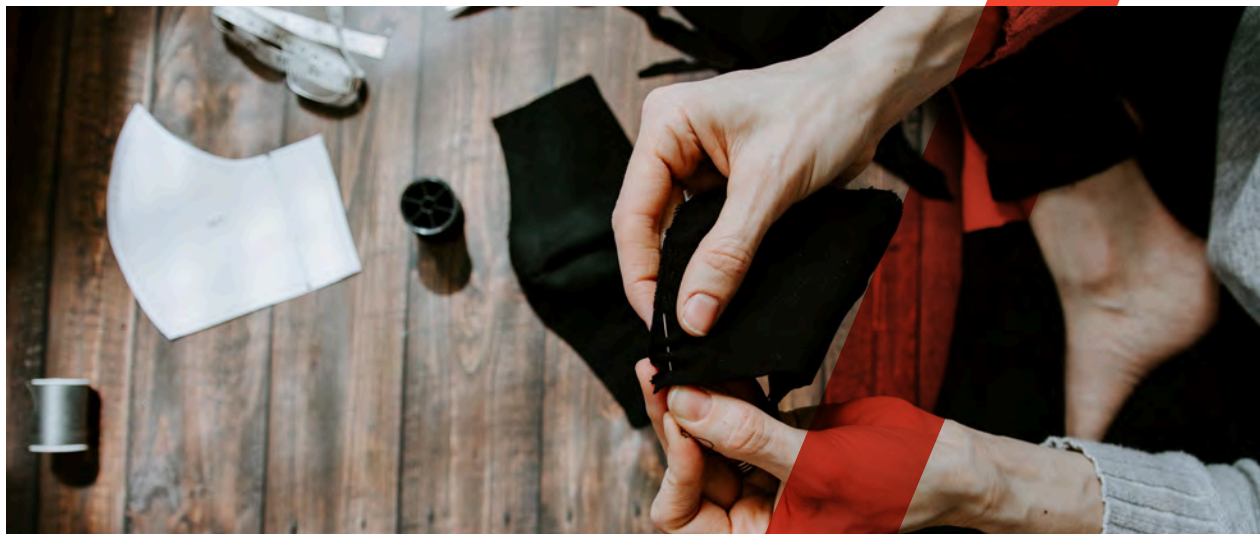
- / Self-indulgent or selfish
- / Insensitive or tone-deaf, even if unintentional
- / Lacking empathy or creating mental anguish
- / Pushing to delineate "insiders" from outsiders or outcasts
- / Transactional, business as usual

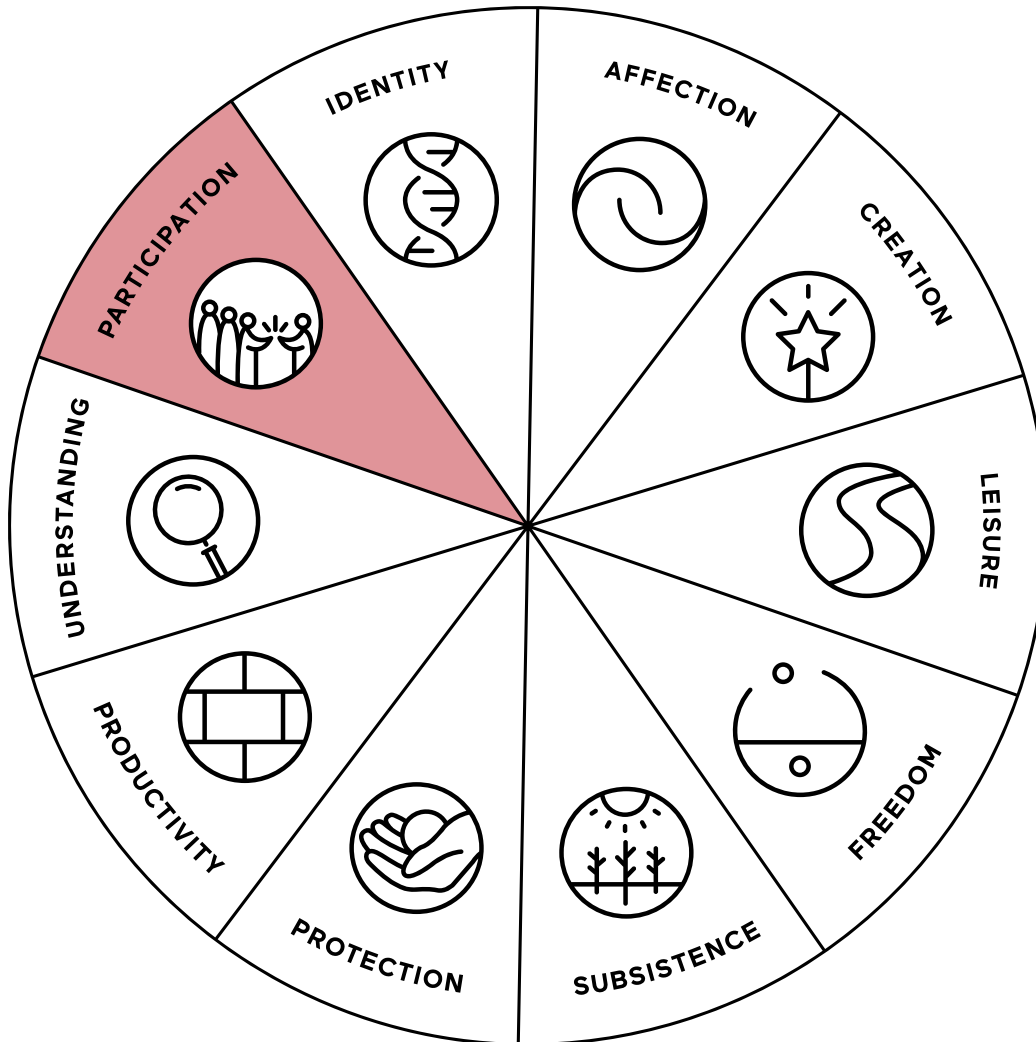


# Better Questions Provoke Better Answers

**In light of this, where are the opportunities in the marketplace and how might a brand innovate or renovate in order to best address the Job? Who is doing it well? A few thoughts, and we'd love to hear yours.**

- / Prior to Covid, women tended to take on more of the family-caretaking responsibility. As Covid puts even more pressure on them do more, how can the health care industry evolve to ensure women have the time and resources to take care of their own health needs? For example, how can Integrated Delivery Systems make self-care more efficient and more accessible to working mothers so they can still care for themselves while caring for others.
- / In a world of streaming and on demand entertainment, how can platforms such as Hulu, Netflix and Disney+ reinvigorate live programming or create simultaneous watching events that bring people together in real time? How about in support of a meaningful cause?
- / How can the retailers create more "Amazon Smile"-like experiences, where a percent of purchases go to schools, charitable organizations or non-profits?
- / In the pandemic, more brands have had the opportunity to support purpose-driven acts like "buy a mask, give a mask" from clothing-makers like Dolan (shopdolan.com), education companies streaming free content (like audible), or food companies providing food to front-line workers and food banks (like Beyond Meat). Once this pandemic is over, what social good activities will these brands now support that are in line with their purpose?





## CONCLUSION

To create opportunities for Participation, whether you're a business, brand or individual, you must be accountable for creating ways to connect with others and for others to connect. Interactions and experiences must be intentional, inclusive, and beyond the experience, prompt reflection that inspire the desire to share and produce feelings of belonging. As both citizens in a shared world and business leaders supporting a company, we're promoting the idea of Realizing What's Most Important as the year is coming to a close – because selfishness has no place in the holiday season and repairing our social fabric post the election is the only way we can all move forward.



Check out our latest thinking by visiting our new website [eggstrategy.com](http://eggstrategy.com)

1555 Blake Street, Suite 450  
Denver, CO 80202 303.546.9311 PHONE  
303.546.9237 FAX

125 S Clark Street, Suite 950  
Chicago, IL 60603 312.572.6230 PHONE  
312.929.3490 FAX

54 West 21st Street, Suite 404  
New York, NY 10010 646.706.7776 PHONE  
303.546.9237 FAX