

The **Need-Response** podcast

Episode Zero

Script for introducing the Need-Response podcast to the world.

Gustavo: Disappointed in the legal process?

Steph: Disgusted with politics?

Gustavo: Disenchanted with psychotherapy?

Steph: What if there was an alternative to these institutions? Now there is:

Both: **Need-response.**

[cue branding music]

Steph: Welcome aboard to Need-Response, cohosted by me, Steph Turner of Michigan,

Gustavo: and me, Gustavo, of Sao Paulo. Steph is the author of the book *You NEED This, introducing anankelogy, the study of need*. I was the first to read it when published in 2021. And to learn about **need-response**, for solving problems like never before.

[fade out branding music]

Steph: Each week these last three years, we've applied this new understanding of need to illuminate current events. Like the political winds in Brazil, in the United States, and around the world.

Gustavo: And to unpack the conflicts behind the wars in Ukraine and in Israel. Once we viewed conflicts through the lens of affected needs, whole new worlds and possibilities began to open up to us.

Steph: Now we welcome you into this conversation...in the form of this podcast.

Gustavo: Steph's book applies this fresh understanding of need to this proposed new service of **need-response**. This service focuses on your needs, to fill the many gaps left wide open in our current disappointing institutions. We'll explore how it can serve your needs.

Steph: Starting April 30th, 2025, we bring you inside this budding professional service that prioritizes your needs, your wellness.

Gustavo: We'll introduce you to this field with a whole new set of illuminating concepts and fresh vocabulary. We'll radically solve problems you cannot solve any other way.

Steph: Each episode features short clips to introduce you to this new world of understanding and serving your needs. To enable you to speak truth to power in a way they will be incentivized to listen.

Gustavo: Not filtered through laws.

Steph: Or policies.

Gustavo: Or diagnoses.

Steph: It puts your needs first.

Gustavo: Only **need-response** respects your needs as objective facts, independent of feelings or beliefs or behaviors.

Steph: We'll apply this to your relationship with your boss,

Gustavo: to your politicized needs,

Steph: to your underserved justice needs,

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- Gustavo: to your wellness needs,
- Steph: and much more.
- Gustavo: We'll introduce you to some steps to improve your rapport with your boss.
- Steph: We'll unpack politics to affirm your politicized needs, to better understand all ideological sides.
- Gustavo: We'll show you a better way to counter wrongful convictions, beyond toxic legalism, that holds lawyers and prosecutors to a higher standard of accountability.
- Steph: We'll offer you a compelling alternative to psychotherapy, to address external threats to your wellbeing.
- Gustavo: And much more. Along the way, you will gain a much deeper understanding of your pain, and your needs.
- Steph: Isn't it time you had the option to serve your needs directly, over serving laws, over squeezing yourself into ideological norms, over fitting into psychological categories?
- Gustavo: Isn't it time we had a professional service that incentivizes our potential to love each other more?
- Steph: Now there is.
- Gustavo: And you can help build it.
- Steph: Listen each Wednesday morning, as we take you through this new visionary service. Follow along as we market test this pioneering approach.
- Gustavo: We'll explore a new way to speak truth to power, in a way that incentivizes them to listen to those they impact. To measurably improve our wellness.
- Steph: We'll interview those powerholders who welcome this refreshing alternative. We'll incentivize them to replace antagonistic legalism with mutual regard for each other's needs.
- Gustavo: Then invite them to share the experience with you.
- Steph: Together, we'll honor their needs to incentivize honoring our needs, as an act of inspiring love. Such is the unique potential of **need-response**, untried and waiting for you to help us test it. We may even invite you onto this podcast.
- Gustavo: You are invited to help shape it, to tweak it, so it can best serve your underserved needs. So join us in transforming our world with this more loving approach.
- Steph: We'll explore the untapped market of solving problems by resolving needs, in a more loving way.
- Gustavo: Learn more at AnankelogyFoundation.org.
- Steph: Subscribe now [wherever you get your podcasts]. Catch the first episode on Wednesday, April 30th, 2025. Be among the first to start rejuvenating the world with this targeted...
- Both: power of love.

[cue outro music]