

What is your WHY? Your Big Reason

By Dacia Moore, LPC

You may have heard of the book *Start with Why* by Simon Sinek.

That is a great book with a lot of wisdom for the business person, but many of his concepts can also be applied to your personal life. Having a powerful “WHY” can help you stay on track even on the darkest days.

Having a powerful WHY can turbo charge your success.

So let’s talk about your WHY?

Your flows into your purpose, the reason why you believe you are here on this earth. The assignment that the Lord has given you to carry out. Knowing your purpose makes pursuing your WHY more intentional, and they actually go hand in hand. However, if you don’t know your purpose (yet) then finding your WHY? will certainly help you gain clarity in discovering your purpose.

We will talk about finding your purpose in another lesson. Today, we going to talk about finding your WHY?

A Lesson from Dr. Martin Luther King’s *I Have A Dream* Speech

On August 28, 1963 over 250,000 people from across the country descended on the Mall in Washington D.C. to hear Dr. King give his now famous *I Have a Dream* speech.

Why did people of all nationalities, races and ages, come together to hear Dr. King? There was no social media, no general advertising, and very few flyers to market the event. So why did so many people show up for this is occasion? Simon Sinek suggests that it’s because Dr. King successfully tapped into the WHY of Americans.

Your WHY has to do with what you believe. On that day, Americans came together not only to hear Dr. King, but mostly because each person had a deep belief, as Dr. King did, that all men are created equal, and that racial injustice is an ungodly evil – *that* was their WHY. They wanted to live in a county that reflected their own beliefs and values of how we should treat each other. People followed him because of *their* idea of a changed America. That is what inspired them to get on a bus, and travel hundreds of miles, then stand out in the sun all day.

Their WHY enabled them to overcome criticism by family members, the inconvenience and expense of the trip, and the uncomfortable heat, in a crowded space. They were willing to do that because their WHY, their belief in racial equality, inspired them to **stand up** for what they believed.

The same is true for you. When you tap into your WHY you will be better equipped to withstand disappointment, setbacks, discouragement and the obstacles that will surely come your way.

THE GOLDEN CIRCLE

Simon uses the Golden Circle as a way to explain the phenomena, and we are going to apply this same principle to you. We are going to dig for your WHY – your deepest, most important WHY so you can discover it, and use it to keep you moving forward.

The Golden Circle

WHAT

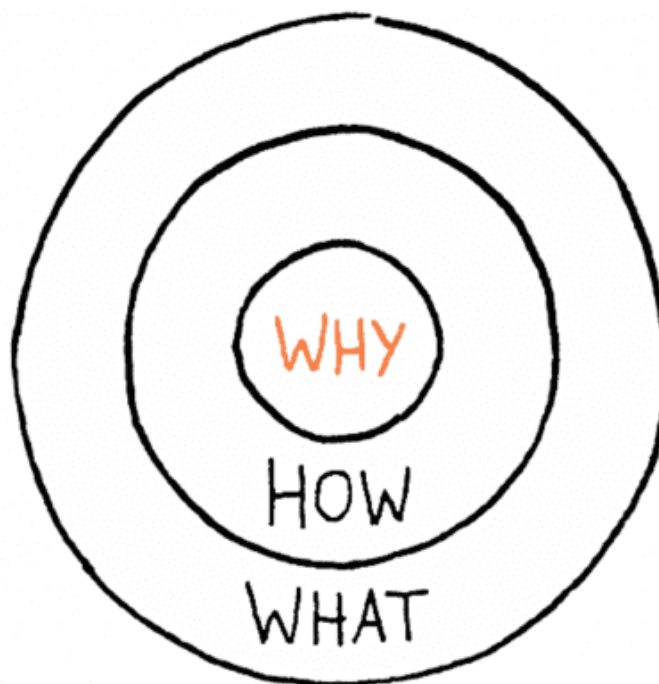
Every organization on the planet knows WHAT they do. These are products they sell or the services

HOW

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

WHY

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organization exists.



Your WHY is your belief related to your dreams and goals. It is the reason you were motivated to seek out a solution (Life Coaching – Becoming a Fearless Woman) to what is distressing you (the fear keeping you from attaining your deepest desires).

Once you know your WHY, we will work together on your HOW.

Here are some questions that will help you to discover your WHY from an article I read recently.

5 Questions to find your WHY by Dr. Leigh Vanderloo.

1. Ask WHY 5 times

You want to lose weight, you want to start a new business, or you want to fulfill your purpose, but WHY? Why is this goal so important to you? Why does it matter?

A good exercise is to insert your goal and your reason into the following sentence:

I want to _____ because _____

For example, I want to run a 10 K because it will help me to get into shape.

Then, insert the reason into the first part of the sentence and repeat the process over and over again. For example:

I want to get into shape because I don't have enough energy to be productive at work.

I want to be productive at work because it's important for me to provide for my family.

I want to provide for my family because being a great parent is rewarding.

I want to be an amazing parent because I believe it's part of leading a good life.

Suddenly, your goal isn't about running a 10K it's about leading a good life, progressing in your career, providing for your family and living a life you can be proud of.

Dig beneath the surface, and keep asking WHY? Why does it matter? Why is this important? The deeper you dig, the more you'll learn about yourself and about what really matters to you.

2. What gets you out of bed in the morning and what keeps you up at night? What excites you?

Focusing on what excites you will help you to stick with it. That way, you won't be relying only on willpower or motivation, you'll be doing something you actually want to do.

3. What sentence will come to define your life? What is your personal mission statement?

When you focus on one or two big things that are close to your heart, they will give you focus and allow you to prioritize your time and energy and be more productive. Focus is essential. If we try to do it all,

we often end up accomplishing very little. We will work on developing your personal mission statement in another lesson.

4. What will people say about you at your 80th birthday party?

Stephen Covey, the writer of the best seller, *The 7 Habits of Highly Effective People* says to begin with the end in mind. At the end of your life, or close to it, how do you want your life to look? And what do you want people to say and remember about you? The answer to this question helps you to put your life in perspective and really figure out what you want to accomplish and how you want to be remembered.

5. Who do you want to be?

Who do you want to become in the process of reaching your goals? Our actions define us, and being active is one of those actions. Don't just ask what you want to do, but also ask who do I want to become? Then move in that direction.

Now it's your turn. Take some time to find a quiet place to pray and ask yourself:

I want to _____ *because* _____

I want to _____ *because* _____

I want to _____ *because* _____

I want to _____ *because* _____

I want to _____ *because* _____

Your Big Reason is Your WHY

MY BIG REASON

I WANT TO _____ so that _____

Because _____