

Uncovering Your Big Why

Pick a goal that you want to achieve and we will practice uncovering your Big Why for that goal. Clearly defining your Big Why is crucial to the success of your goal. It's the reason you keep moving forward—your motivation when times are tough.

Here are some activities to help you.

Write goal here:

Let's do a visualization exercise:

Sit quietly with your eyes closed and visualize yourself as you would be once you achieve this goal. If it's to lose weight, imagine yourself doing all the things that you'd be able to do. If your goal is to write a book, imagine yourself turning in the last page and going on a book tour. If you want to be promoted, see yourself in the position that you want.

How would you dress? How would you talk? How would people treat you once you achieve your goal? What feelings will you have when you accomplish your goal?

Once you have it clearly visualized with all kinds of detail, open your eyes and write it down—how you look, how you feel, how other people treat you, exactly what's better.

Now, why do you want to accomplish this goal?

Does your answer motivate you? Make you want to get started right this minute? Does it speak to your heart? If yes, good for you! You've found your Big Why. If not, go on to the next page for some helpful questions.

Uncovering Your Big Why (con't)

Here are some more questions to help you:

Why do you want to accomplish this?

Why is that important?

Why is that important? *(Keep asking this question until you can't come up with an answer.)*

How will this goal help you get to where you want to be?

How will this goal help you be who you want to be?

How will this goal change your life?

How will it help others?

Why start?

Does it make you want to get out of bed? Why?

Keep asking yourself "Why?" until you find a reason that is motivating and speaks to your heart. If you keep asking "Why?" and never get to a reason that feels like a desire, it's time to re-evaluate your goal. It's probably a "should" goal and you won't achieve it because it doesn't have meaning for you.