

# DISCOVERING MY CORE WHY



Your 'what' is your big endgame goal, and your 'why' is the driving motivation that keeps you going after it. Having a true WHY means digging deep. THESE are the WHAT's and WHY's that we don't give up on. THESE are the motivators that help us wake up early, grind on the weekend, continue learning, investing in ourselves and our business, and commit to action towards our goals. It's the WHY that pushes us to SHOW UP time and again to achieve WHAT we've been dreaming of.

**1. WHAT do you want?** \_\_\_\_\_  
\_\_\_\_\_

What will it look and feel like when you get there? \_\_\_\_\_  
\_\_\_\_\_

**2. WHY do you want this outcome/intention/goal?** \_\_\_\_\_  
\_\_\_\_\_

Why do you want this result? \_\_\_\_\_  
\_\_\_\_\_

Why is that important to you? \_\_\_\_\_  
\_\_\_\_\_

How will achieving this impact your family/team/community? \_\_\_\_\_  
\_\_\_\_\_

How will having that impact make you feel? \_\_\_\_\_  
\_\_\_\_\_

What is the story you will tell yourself about achieving this result? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_