

# Workshop: Identifying Your WHY

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# What makes our WHY important?

- Simon Sinek– “Working hard for something we don’t care about is called stress: working hard for something we love is called passion.”

# How can you identify and utilize your WHY ?

- Pain Points
  - Ask what health concerns you face (current or feared)
  - Ask what your health or weight holds you back from doing in any ways
  - Go deeper than your first response
    - What scares you about that?
    - Would you want to be free of the limits you identified?
    - What might your life be like if you don't have these limits?
- Dreams
  - If your health or weight were not an issue, how would things improve?
  - What would it feel like if you reach your goals?

# Translating Your WHY into Action

- Once you are clear about your WHY, you can then focus on the HOW
- What can you do to make the goals or dreams possible?
  - Tie this back to knowledge and skills you see as challenging
  - Encourage yourself to see the importance of consistent behavior change not assessing immediate responses

# How do people use their WHY?

- Remind themselves daily why they do what they do
  - Keep it front and center
  - Know what makes it important to them
  - See how it connects to various behaviors
- Owning their why is above knowing their why
  - Meaning or purpose is typically larger than a measurable result
  - What does reaching the goal or result mean?
    - What does it add or improve in their life?
    - What does it remove or decrease in their life?

# Are there Better or Best WHY's?

- Sometimes folks identify a specific goal and focus on it too narrowly (weight loss before a cruise as example)
  - Can you use this as one tool or marker while still seeing your bigger picture
- Why weight loss alone may be too vague or not enough
- Sometimes a WHY lacks teeth
  - If it doesn't hold enough value to you, difficult steps may not be tolerable
  - If you really don't believe it is possible, motivation can be squashed
- Sometimes a WHY is based on harmful messaging

# How Can You Maintain a Focus on WHY?

- Highlight what lights you up
- Highlight how much you want to change your pain points
- Celebrate behaviors congruent with your WHY
- Use your WHY as a checkpoint or goal post