

How to Separate your “what” from your “why”

So, what is your what? And what is your why?

What

“I want is to have my own business and work from home”

Why?

“Because the flexibility means I can have the best of both worlds, work in my PJ’s and have time off when I need it”.

By defining the ‘why’ we can measure our success. For example if we work form home and then don’t take advantage of the benefits, because we are working too hard and ignoring our why. We will quickly start to feel unsatisfied and possibly as though we are failing.

Its one thing to say “I want to work from home and have my own business” but you need to know why!

I have found a simple exercise like the one below to be extremely effective in separating your ‘What’ from your ‘Why’. Follow these quick steps to create a clear definition of your ‘What’ and your ‘Why’. Check back in regularly with your answers if things start to feel icky or any of the Big 7 show up.

Complete the following sentences

What I Want

Why

- | | |
|---------------------------|---------------|
| • I want to feel | because |
| • I want to have | because |
| • I want to be | because |
| • I want to do | because |
| • I want to become | because |
| • I want to inspire | because |
| • I want to see | because |
| • I want to make | because |
| • I want to believe | because |

Now create a paragraph / story or statement that demonstrates your why. Here are a few questions to consider when writing your paragraph. Feel free to use them if it helps otherwise just go for it. Write 5 to 6 sentences that explain your true why.

- Why have you chosen this to be your business?
- What are the benefits that only you gain?
- What keeps you up at night?
- What can you not live without?
- How do you measure your success?
- Who do you want to help?
- How will helping them benefit you?
- And in what way?

Take some time to write this out on a piece of paper – I invite you to do this by hand. If you can't put it into words, then say it out loud and record it on your phone. Or draw a picture or make a vision board, write it in your journal and keep it somewhere you can see or hear it – as this is your only measure for success.

If you have held back from writing something because you are already placing a judgment on it. Maybe it sounds a bit selfish for example? Trust me my why is ALL about me.

I would encourage you to move past that judgement and be as honest as you can. By completing this exercise, you will immediately begin to see where your what and why are similar and where they are different. Why am I doing this? I hear you ask What is the point? When we measure success, we measure against only 1 thing. Not income not products not accomplishments not numbers of clients or money in the bank. We measure our true success against our why. If you are succeeding to fulfil your why then you are by definition a success. When guilt pops up or fear or judgment or any of the big 7 rear their head and we start to lose our passion or feel bad because we have yet to start making consistent income or we have not got the number of clients we wanted by now. Remind yourself of your why. If you are fulfilling your why then ask yourself again – Am I succeeding today?