WHY Matters NOW:
How Some Achieve MORE and Others Don’t
“When you are strongly connected to your Why, you live on purpose everyday”

WHY: a synonym for purpose
Questions to identify your why:
- Why did you choose your profession, organization and what does success look like to you?
- Why did you initially choose to work for your organization and what excited you about it in the beginning?
- What are the values of your organization that were a part of your decision making process?
- What would you do for free?
- What exists in society that gives you great pain?

NOW: a synonym for passion
How to understand how important is your NOW:
- Do you live with a sense of urgency? Rating yourself from 1 to 10 (with 10 the highest) what level of passion do you live with?
- Do you understand that how we live out today impacts what we experience tomorrow?
- How important is showing what it means to be an amazing worker and family member?

Your Vision:
- Short Term Vision: Now to One year. What does 1 year from today look like for you?
- Long Term Vision: One year and beyond. How does what you do right now feed into your long term vision?

High Why vs Low Why:
- High Why:
  - They know why they are at their organization and at home (work/life blend).
  - They consistently think back or put in front of them their why so that they do not forget.
  - They make better decisions because they measure it up to their why.
  - They focus on intrinsic whys (what their why is to them i.e. making a difference in society, becoming a better leader)
- Low Why:
  - They are not clear on why they work and aren’t that connected to why they want to have a positive impact on their family.
  - They rarely reflect and put in front of them why they started to do something in the first place.
  - They are more impulsive and make decisions in the moment that aren’t always conducive to their values or living our their why.
  - They focus on more extrinsic whys i.e. simply making money, recognition or networking, or because I’m supposed to.

High Now vs Low Now:
- High Now:
  - Senses an urgency and importance of each moment.
  - Understands how moments are connected (present to future)
  - Gives their very best to tasks associated with work and home.
- Low Now:
  - Doesn’t understand the importance of their respective moments.
  - Doesn’t consider each interaction with others as important and valuable.
  - Doesn’t care that much if they have given their all and passes responsibility onto other people.

How to Unleash your NOW:
- CHALLENGE YOUR CRUISE CONTROL: Don’t get too comfortable because you may be decreasing your speed versus going faster toward your goals and the organizations goals.
- HAVE THE RIGHT ATTITUDE: Have a win-win mindset and remember “there are people who would love to have your bad days!”
- Practice daily or weekly the Principle of the Frog, Step, Seed and Smile. Frog (Do the hardest thing first), Step (make meaningful progress), Seed (learn something new), and Smile (create Intentional Moments of Appreciation for others).

The Why Now Quadrant:
- Low Why, Low Now: The WANDERER
- High Why, Low Now: The THINKER
- Low Why, High Now: The MISPLACED
- High Why, High Now: The PURSUER

NOTE: In order to get to the Pursuer one must:
- Constantly be connected to their intrinsic why and live it out with PASSION!
- Give it their ALL.
- Be ok with discomfort.
- Challenge the Distracters.
- Live their WHY EVERYDAY.

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