

Why you need a why!

“5 Whys” is a technique used to understand the underlying root cause of anything, it is used in manufacturing, business and life. In fact Toyota famously use this tactic. The idea is to iteratively ask yourself why 5 times to get to the real reason, and understand what truly motivates you.

Here are a couple of examples:

Example 1: I want to sleep more

Why? *Because I want to have more energy*

Why? *Because I am constantly sick and tired at the moment*

Why? *Because I'm worried it will get worse, not better*

Why? *If it gets worse I'll end up burning out*

Why? *Because if I burn out I would have to leave my job and aside from loving my job, it would have a big financial impact on my family*

See how it moves from sleeping more to get more energy to sleeping more to avoid burnout which would mean leaving a job and losing income? Which is more emotive and powerful?

Example 2: I want to exercise more

Why? *I want to lose weight*

Why? *I want to be able to run and play with my kids*

Why? *I want to share in the enjoyment they have outdoors and create magic moments for us, I am missing out on that now*

Why? *My children are my everything and I want to spend time with them, they want me to play with them and right now I don't feel as if I am showing them I love them*

Why? *I am afraid my children won't be connected to me if I don't spend time with them, they will look up to others as their role models and I want to be their role model*

See how it moves from exercising more to lose weight to exercising more to connect more with her children and not having her role as a mother and role model diminished? Which is more emotive and powerful?

Now it's your turn.

Ask yourself "Why?" five times. Why? Why? Why? Why? Why?

Why?

Why?

Why?

Why?

Why?