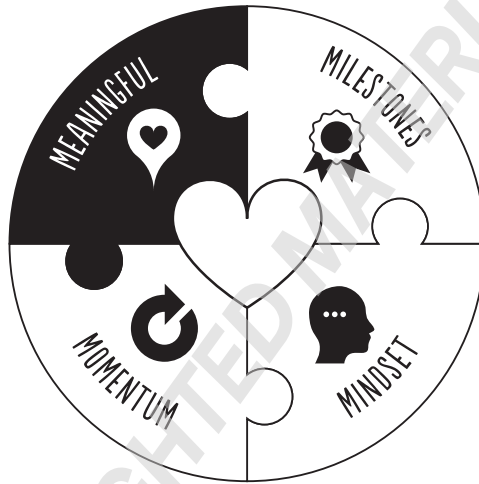


PART I:



MEANINGFUL

CREATING CERTAINTY IN YOUR LIFE

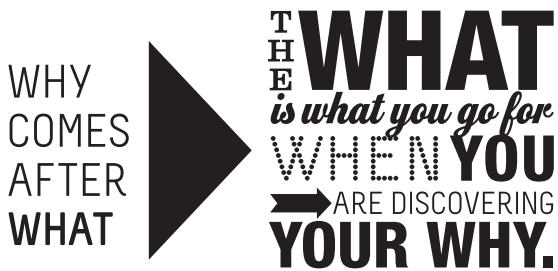
1. FIND YOUR WHY

It is not what or how or when or where that is important. What really matters is WHY you want to do something in your life or seek to achieve a goal. The premise of this book, the foundation for a great life, rests on this quote:

WHEN THE
WHY
Becomes → **CLEAR**
THE **HOW**
Becomes Easy!

When you are clear on *why* you want to do something, you will find *how* to do it or often, in some strange and mysterious way, the how will find you. You will meet a person who knows a person, or you will read an article that gives you an idea about how to achieve your goal.

The challenge is that most of us don't start with the *why*; we start with WHAT we want—and all too often we stop at the what. We don't progress any further or even go after a lot of whats. The challenge is that after some time our soul and spirit require that we pursue what is meaningful and what really matters to us.



Think of it like this. When you were a kid leaving school or a young adult at university, everyone would ask you, ‘So what type of job do you want? What are you going to do now? What career are you going to pursue?’ Later in life, when you are employed or pursuing your own business, people keep on asking you *what* questions: ‘What project are you working on now? What is your target for the month? What do you want to achieve this year? What is your career goal?’

Rarely does anyone ask you *why*. My belief is that the whats that make up our lives result from our search for the why. Our whats are what we do when we are looking for our why. The challenge for most of us is that we stop at *what* because it is easy to measure—we don't have to think about it as long as we do when trying to determine our why. So we get stuck at what, as it is easy to find in status, titles, material gains, financial milestones and comparisons with how well our friends and colleagues are doing. *How* is what we need to do to get to our why.

For each of us, the why represents our reasons, what's important to us, our life's purpose. It's about what matters most to us—our core

values that form the fabric of our being. The why, in part, is what we stand for and what we want to be known or famous for as we live a meaningful life.

Your why is that one thing that is wanting, and often waiting, to burst out of you. It is the passion that you have put off as everyday life has taken over and consumed you. It is what is in your heart, that voice

telling you that this is the right thing to do both for you and for those around you, yet sometimes it is hard to determine as there is no logic to your thinking.

I am not saying you will achieve nothing if you are not clear on your why. You see, when you are focused so much on the *what* you will achieve a great deal, more than most people in your circle of friends, family and colleagues. But after a time you will wonder *why* you are doing it. You will experience a weird sense of unreasonable disenchantment. You know you have achieved and are still achieving, so why are you feeling so disillusioned, disengaged, disappointed or detached?

You don't have any right to feel that way! Compared with others you are doing so well, you really don't have any logical reason to feel this way, and yet you do.

—WHY—

RELATES TO YOUR
PASSION, PURPOSE, REASON,
DRIVERS, DESIRE, VISION,
BIG PICTURE & INTENTION.

—WHAT—

RELATES TO THE SPECIFIC GOAL,
THE CLEARLY DEFINED OBJECTIVE,
THE DESIRED TARGET
& THE ACHIEVABLE MILESTONE.

Once again, deciding on your *why* is infinitely harder than determining what you want or how or when you are going to achieve it.

Why tends to depend on an emotion-based decision that reflects your true self, the essence of you as a person. *What* is logically based

and is determined by your thought processes, past experiences and learning from those who have gone before you. *How* is about action, making progress, implementing ideas and being open to attaining rather than just thinking about the goal. *When* is the timeframe within which you desire to achieve the goal. Look at it this way...

—HOW—

RELATES TO MECHANISM,
METHOD, STRATEGY, TACTICS,
PROCESS, MILESTONES,
BLUEPRINT OR PLANS.

Most people rarely cross the mental and physical divide that exists between *what* their goals are and *why* they really want them. Let's face it, most people don't set goals for the week, month or year, and now we are asking them to determine *why* they exist—their purpose—and the contribution they will make to those close to them, those who know them and those who may never know them but will benefit from their legacy.

It is not that people don't want to discover their *why*; rather, either they don't allow themselves the time to indulge in what is possible or life becomes too all-consuming to take time out to sit down and think about the big picture. The idea of doing this can be daunting and it is far easier to become

—WHEN—

RELATES TO THE
TIMEFRAME YOU SET FOR
ACHIEVING IT.

busy being busy. And those few who are not sure where to start take the easy road of not doing it at all.

When I interview passionate people for my blog or listen to people from the stage, a common theme permeates their language: ‘I always wanted to . . . I knew I had to try . . . this one thought dominated my thinking since I was a kid . . . I dreamt about it all the time. I always knew I would pursue this goal.’ Industry leaders, global leaders, great scientists, designers, inventors, innovators, artists, musicians, Nobel or Pulitzer prize-winners, or Olympic gold medallists are all very connected to their why and their reason.

Why is not just confined to individuals. Companies need a big why to engage, enthuse and energise their people and their customers. The companies and entrepreneurs that impress us are those that seem to have a big why, that noble purpose that connects us to their brand or product.

Businesses, like people, sometimes lose their way, though. Their noble purpose—their why—either becomes diluted or is disregarded, or people become disenchanted. At other times people and businesses achieve their why but have not taken the time to refocus on what comes next—what’s my why now?

So what is your why? Why were you put on this planet at this time? Why do you want to live a great, meaningful life, a life that is bigger than you, a bigger why than the one you have right now?