



THE IMPACT OF KNOWING YOUR "WHY"

What would happen if you not only knew WHY you are motivated but HOW you become motivated and WHAT you are motivated to do?

There is a difference between being able to do something and having a WHY."

- How often do you struggle with being frustrated, overwhelmed, or burned out? Are you interested in making a change but unsure where to start? Do you want to have more impact in your current position? Do you want to take more control over the things you do?
- While you are trying to figure out what to do, even identify your passion, you find that there are so many options. You explore assessments, consultants, and personality tests and get opinions from others. But still, it is overwhelming when trying to determine what your next steps might be.
- When all you need is the first step, discovering your WHY Operating System (WHY.os)

From knowing WHO you are to HOW you show up to WHY you do what you do, discovering your WHY can change your life.

Discovering your WHY is simple, memorable, and designed to support action.

And...

- Knowing your WHY is the first step in self-awareness.
- There are 9 WHYS, and everybody has a WHY. Once someone discovers their WHY they have a new level of clarity on their past, a new structure in their present, and a new method for approaching their future.
- When you know your WHY, what you do has more impact.
- People can have the same WHY, but HOW they express it is so different, and what they bring is different - there are many combinations.

TEAM WHY.os

What would happen if each member of your team knew their own WHY.os?

- Each member of your team discovers what motivates them and why.
- Knowing their WHY.os can impact what they do and how they impact each other and the business.
- Knowing what motivates them, drives them, and how they can use this information to improve collaboration, communication, and conversations.
- Team members know how to align with each other during conversations, thus helping to drive the business culture and success.



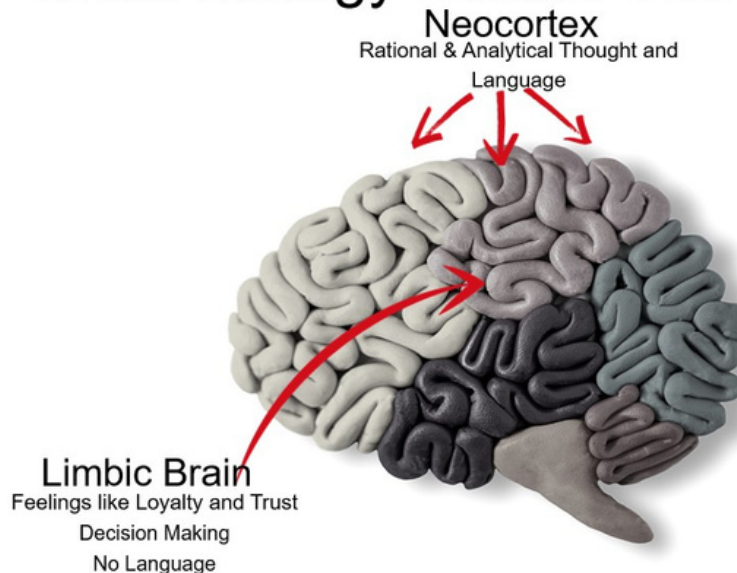
WHAT IS A WHY?

Since the beginning of time, people have asked, "Why"? What is my why? What does it mean?

Many motivational people talk about the big WHY. People relate it to motivation in something you might want or need to do. While this is true, your personal WHY is something completely different- it is much more profound because it is based on biology and the science of the brain.

Your WHY comes from your inner brain, the Limbic Brain. It is also known as your "feeling brain." In addition, the Neocortex Brain is your "thinking brain"

Brain Biology Behind The **WHY**



The Neocortex thinks for us. It understands facts, figures, and data- logic, words, and speech. we communicate and understand each other because of the Neocortex, which makes it really important.

The Neocortex does NOT make decisions; it just analyzes them.

Decisions are made in the Limbic Brain and are ALWAYS based on feelings, not thoughts. The Limbic Brain is responsible for those feelings and is thus in charge of all our decisions. We decide based on a feeling (Limbic Brain) and justify that decision based on logic (Neocortex)

Think about this.

- How often have you been in a situation where all of the logic points toward a particular action, and at the last second, you changed your mind because of a feeling? A feeling in your gut.
- Your WHY brings you that triumphant feeling; it takes you back to where things feel right.
- When you know your WHY, you instantly gain clarity and confidence!
- Now that you are ready to discover your own personal WHY Operating System? Only takes 5-10 minutes.

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