

5 Benefits of Discovering Your WHY

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“The two most important days of your life are the day you are born and the day you find out why.”

- Mark Twain

Summary. Discovering your why provides a clear sense of purpose and direction, which can increase motivation and improve decision-making. It also helps align your actions and goals with your values and beliefs, leading to a greater sense of fulfillment and satisfaction in life. Additionally, knowing your why can help you overcome obstacles and setbacks by providing a strong sense of resilience and determination.

The concept of “discovering your why” has gained popularity in recent years, particularly with the rise of personal and professional development. It refers to identifying the underlying cause, belief, or passion that motivates and guides your thoughts, actions, and decisions. Your why is the reason you exist, and the reason you do what you do. It’s what gives your life meaning and direction, and it can have a profound impact on your personal and professional success and lead to a life of fulfillment.

The Key Benefits of Discovering Your Why:

It Helps You Stay Focused and Motivated

When you have a clear sense of your reason for being, you are better able to prioritize and make decisions that align with your values. You have a sense of direction that keeps you on track, even when obstacles or distractions arise. For example, if your why is to create a better way in the world, you may be less likely to get sidetracked by short-term pleasures or distractions, as you have a greater sense of purpose that you are working towards.

It Helps You Overcome Challenges and Setbacks

Life is full of obstacles, and it's easy to feel discouraged or defeated when things don't go as planned. However, when you have a deep understanding of why you are doing what you're doing, it can give you the strength and resilience to persevere through tough times. Your why serves as a source of inspiration and motivation that helps you push through the tough times and stay committed to your goals.

It Helps You Build Stronger Relationships, Both Personally and Professionally

When you have a foundation of core beliefs and values, you are better able to connect with others who share those same values. You're able to build stronger bonds based on a deeper understanding of one another, which can lead to more fulfilling and meaningful relationships. In addition, when you're working with a team or managing a team, having a shared vision can help create a sense of unity and commitment that leads to greater success.

It Helps You Make Better Decisions

When you have clarity of direction, you're better equipped to evaluate options and choose the ones that are most aligned with your goals. You're able to prioritize what's important and avoid getting caught up in distractions or short-term gains. You're more likely to be passionate and committed to your work, which can lead to greater creativity and innovation. This can lead to better decision-making, both in your personal and professional life.



Discovering Your Why Can Help You Find Greater Fulfillment and Happiness In Life

When you are rooted in your cause and have meaning in all that you do, you're more likely to feel fulfilled by your work and your relationships. You have a greater sense of satisfaction, as you're working towards something that is meaningful and important to you. It helps you stay focused, motivated, and resilient, and can lead to greater success and happiness in all areas of your life. This can lead to greater overall happiness and life satisfaction.

Discovering your why is a crucial step towards living a more fulfilling, purpose-driven life. It helps you achieve greater success in your career or business. You will have a clear sense of purpose and values, you're better able to focus on the work that truly matters and avoid getting caught up in the things that don't. You're able to make decisions that align with your goals and values, which can lead to greater joy and happiness in your life.

Whether you're starting a new business, pursuing a new career path, or simply seeking a greater sense of fulfillment and purpose, taking the time to discover your why is a valuable investment in yourself and your future. So, take some time to reflect on what truly matters to you, and begin the journey towards discovering your why.



Darren Walker is the principal and owner of SoundMind Leadership. He is an ICF certified executive coach, team coach and master facilitator. Darren is certified in solutions that include The Leadership Circle Profile, WHY Discovery, Crucial Learning, DiSC, The Five Behaviors, John Maxwell, and other dynamic leadership solutions.

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