

What is your big WHY?

Answer the following questions:

- What do I value the most?
- Is my business a reflection of my values?
- Why did I go into business to begin with?
- Why do I want to stay in business for myself?
- Why do I want to grow the business and increase my personal income?
- Why do I want to systematize my business?
- Why do I want to create an organization of excellence?
- Why is all this so important to me?
- How do I want the world to be different because of the work I do?

What is your resistance to committing to your big WHY?

Resistance can be disguised many ways. It might look any or all of the following:

- laziness (I just don't feel like doing this right now)
- confusion (I just don't get this; This is too complicated)
- excessive quest for information (I can't start this until I do another few months of research)
- fatigue (I don't have the energy to tackle this; I need a nap)
- deferral (I'll get around to this later/ tomorrow/ after I do my REAL work/ someday)
- excessive busy-ness (I don't have time to do this; I've got too much going on)
- self-deprecation (I'm not good enough; I don't deserve to succeed in this; I'm too young/old/stupid/serious/goofy to do this)
- avoidance (What's on TV? ; Hey look at this cat on YouTube)

- despair (What's the point? I'll never make it; I've missed my chance)
- perfectionism (It's not good enough; Mine is not as good as so-and-so's)
- self-medication (Pass the tequila; Mmm chocolate).

Which one(s) describe you. Are you willing to do something different to achieve your big WHY?
Circle or put a check mark beside the one(s) which describe you. Awareness is half the battle!

Play the “What if” game.

What if there was no resistance, no blocks, no excuses, what would be possible for you? Name 3 things that are possible if you commit:

1.

2.

3.