

Goal Achievement Secrets

Find Your Why

“If you are working on something exciting that you really care about, you don’t have to be pushed. The vision pulls you.”

- Steve Jobs

Have you ever been working on a goal, but **struggled** with finding the **motivation** to complete it? If you have, it is most likely because that goal was not connected to a **strong enough why**.

What is a "Why"?

Before thinking about the specific strategies behind goal achievement, you must have an engine to power your journey - this is your “why”. **Why do you want to achieve this goal?** The answer to this question must be **clear** and **strong** as it will be a **driving force behind your success**.

What is a Good Why?

All why statements are created differently, but they must connect to **three** powerful concepts in the theory of **intrinsic motivation**. This means you can't always rely on outside circumstances to motivate you into action, so you need to find **within yourself** the reasons to. Luckily, our biology is designed to become intrinsically motivated if we are applying ourselves to the right things.

- Invoke your **Curiosity**
- Connect to your **Passions**
- Serve a **Purpose** larger than yourself

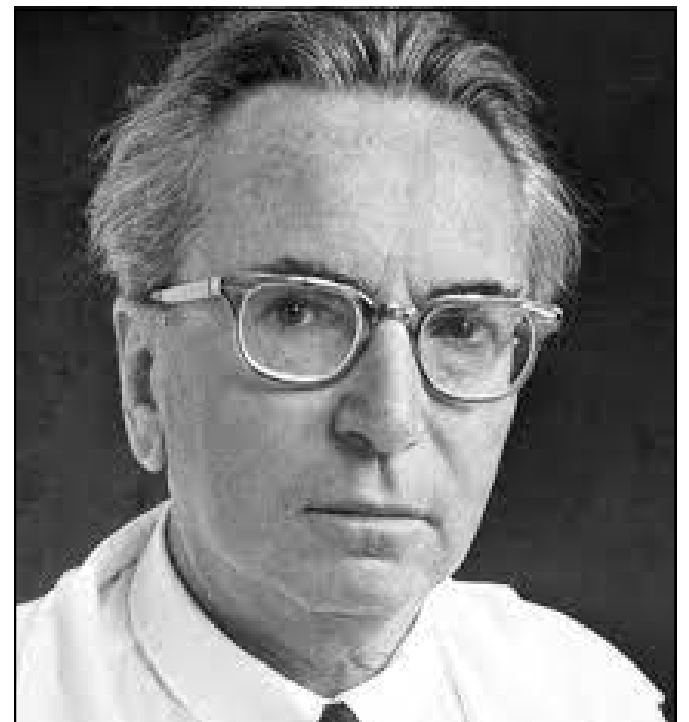


Examples of a Strong Why



Martin Luther King Jr. was a baptist minister who was **curious** about theology, receiving a doctorate degree on the subject. Through his time as a minister, he became **passionate** about public speaking, and quickly built it into a strong skill of his. He used this **passion** to to be a part of a larger **purpose**, serving others through the civil rights movement. In 1963, he made history with his “I have a dream” speech, displaying his **curiosity** for what a world with equal rights would look like, **motivating** many others to follow in his path of serving a **purpose** greater than themselves.

Curiosity about the psyche in his youth led **Viktor Frankl** down the path to develop the **passions** required to become one of the world's leading psychiatrists, philosophers, and neurologists. In early adulthood, he founded a revolutionary school of psychotherapy called logotherapy. Logotherapy rehabilitates patients by emphasizing that a “**why**” or meaning is the central human motivational force. His personal “why” was helping people find theirs. Viktor Frankl was a Holocaust survivor, and even amid the worst conditions imaginable, his **passion** was to help others on their journey to find **purpose** and make their life worth living.



Elon Musk is one of the brightest minds of our generation, leading several of the top engineering companies across the U.S. In his youth, his **curiosity** led him down a path of learning everything he could get his hands on. He quickly became **passionate** about learning, and wanted to apply his knowledge to the **purpose** of solving the largest problems that the world faces. Elon Musk is now the world's wealthiest man, and dedicates his time to **learning** more about how he can further improve his companies to best serve the **purpose** of sustainability on earth, and the expansion of human consciousness across the galaxy.

Tools to Find Your Why

Now that you know what a good why is, it is time for you to define one for yourself! Take a couple of minutes and write down your answers to each of the questions below:

Finding Your Why

- What did you enjoy doing as a child? What specifically did you like about these activities?
- What activities give you energy?
- What are your current favorite hobbies? What specifically do you like about these activities?
- What gets you out of the bed in the morning?
- In your experience, what have you seen that the world needs help improving?
- What do others say you are good at? What made you start the pursuit of that skill?

Now Go Out and Succeed!

As you can see, the **most crucial part** of goal achievement comes far before you actually execute. Executing goals will always be hard. There's a reason why only **2%** of people achieve their goals! The select few that do succeed, do so because they have a **strong reason why**. Standout as a beacon for hope by defining a strong reason for **why you are here!**

If you found value in this PDF and you'd like more, check out [this free training](#) in goal setting and achievement, where I give a deeper dive into the importance of **developing a system** for goal achievement. If you are ready for personalized advice, schedule a [free 1:1 strategy session](#) with one of our Pscyence coaches today!

