



CHALLENGE

CHARACTERISTICS

If this is your **WHY**, then you live outside the box. You do not believe in the norm or following rules or drawing inside the lines. It is far more natural for you to rebel against the stereotypical or classical way of doing things. You aggressively seek unique ways of approaching the world and finding solutions that no one else has considered. You like to create and innovate, especially in "game-changing" ways. You have eccentric friends and eclectic tastes and a large variety of both. You may have diverse interests with little in common with each other. As an entrepreneur, you prefer to create a new market versus serving an existing market. You love to be different, think differently and challenge virtually anyone or anything that is too rote or conventional. People with your **WHY** often accomplish amazing feats. When you say you want to change the world, you actually mean it. Pushing the envelope comes naturally to you.

CHALLENGES

The biggest challenge by far for those who share your **WHY** is that you are generally unaware of it and therefore do not appreciate what a unique gift it truly is. Others find you odd or strange and don't understand your behavior. You may be viewed as "the crazy one" and ostracized because of it. You may be excluded from gatherings, opportunities and relationships because of the way that you are perceived. People don't "get you." Because of this, you may feel misunderstood or not valued and have a hard time getting along in normal circumstances.

SOLUTIONS

In your case the solution is most effective though not obvious and requires a bit of tact. It is imperative that you let people know about your **WHY**, about the fact that you are different, that you do enjoy challenging the status quo and coming up with innovative and novel ways of looking at things. Invite people to bring new challenges that need a fresh pair of eyes or an outside-the-box solution. Once people get a sense of who you are and the fact that you always have a unique take on virtually anything, they will embrace you even though they may not understand you. When someone knows about your **WHY**, instead of being the "weird one" you morph into the cool person that simply thinks differently. It has been our experience that for people who share your **WHY**, gaining the awareness that you are in fact different, that there is nothing wrong with you and quite the contrary, that you have a rare gift that few others share has been nothing short of transformational. Knowing your **WHY** gives you a keen understanding of yourself along with an appreciation for who you are often for the very first time.