



CHARACTERISTICS

Individuals with this **WHY** yearn to be a part of a greater cause, something greater than themselves. You do not want to be the cause, rather to contribute to it in a meaningful way.

You want to make a difference in the lives of others, in an organization or a cause that you believe in. You love to support others and relish the success of the greater good, the company's growth and the victory of the team. People with this **WHY** seek to add value in all that they do, to do their part and help in whatever way possible. You are often behind the scenes looking for ways to make the world better. When you show up in a more public forum, it is often to trumpet a message or support a movement. People with this **WHY** are go-to people, the ones you look for when you need help with just about anything. You make reliable and committed teammates and are often found in all areas of athletics, performing arts and cause-based non-profits. Virtually every organization must have contributors in order to operate successfully. They act as the glue that holds everyone else together. They use their time, energy, resources and connections to add value to others.

CHALLENGES

The challenge with this **WHY** is the tendency to overcommit. Because you want to contribute and make a difference everywhere, your inclination is to continuously say "yes" to request after request. Friends offering advice are likely to tell you that you should learn to "just say no." What they don't understand is that "saying no" goes against the very essence of what you believe. To you, contributing equals success (it feels like "life and death" as described earlier). Therefore, "just say no" falls on deaf ears, or worse simply makes you feel bad. Because of this tendency, you often give energy to areas, situations and other people that drain you, rob you of your vitality or don't feed you in any way.

SOLUTIONS

The key to overcoming this challenge is for you to identify and recognize where you make the greatest possible contributions—and focus your efforts in those directions and initiatives. In other words, every time you are faced with the opportunity to contribute, ask yourself the question: "If I agree to give of myself here, is this enabling me to make the maximum contribution that I possibly can? Or is this a situation that is going to take from me and inhibit my ability to give my best somewhere else?" By learning to discern between the many opportunities to give that will constantly present themselves, especially given your **WHY**, you will build the muscle that keeps you focused on living your **WHY** to the fullest. You will shy away from areas in which you can only play "small" and gravitate toward those in which you play all out! Your life will expand and become even more rich and fulfilling.