



Challenge

What a Wonderful **WHY** You Have!

You believe in thinking differently and living your life outside the box. You believe in the courage to be different. You don't follow the rules. You like to create and innovate. You are a game-changer. You love to be different and think differently, and you actually want to change the world.

Characteristics

You don't believe in following the rules or drawing inside the lines. You want things to be fun and exciting and different – you rebel against the classic way of doing things. You typically have eccentric friends and eclectic tastes because, after all, why would you want to be normal?

You love to be different, think different, and you aren't afraid to challenge virtually anyone or anything that is too conventional or typical for your tastes. Pushing the envelope comes naturally to you.

Challenges

For those who share your **WHY**, the biggest challenge tends to be that you are generally unaware of just how unconventional you are; you don't always appreciate what a unique gift you truly have!

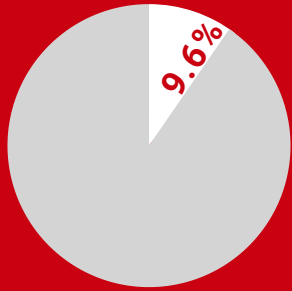
Others find you odd or strange and don't understand your behavior. You may be viewed as "the crazy one" and ostracized because of it. You may be excluded from gatherings, opportunities, and relationships because of the way that you are perceived. People don't "get you." Because of this, you may feel misunderstood or undervalued; you may have a hard time getting along in normal circumstances.

Solutions

In your case, it is imperative that you let people know about your **WHY**, own the fact that you are different, and communicate that you do enjoy challenging the status quo and coming up with innovative and novel ways of looking at things.

Invite people to bring you problems that need a fresh pair of eyes or an outside-the-box solution. When someone knows about (and understands) your **WHY**, you morph into the cool person that simply thinks differently (instead of the difficult, "weird" person).

It has been our experience that for people who share your **WHY**, gaining the awareness that you ARE different (and that there is nothing wrong with you!) has been 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.



You are 9.6%

of the population

Phrases Challenge People Say

"Let's do it in a way that makes it more fun!"

"Why can't I do it my own way?"

"Let's imagine the possibilities."

"How can we do something different?"

"Who says we have to follow the rules?"

"What rules?"

WHY.Institute.com



Challenge

Career

CEO
Business Owner
Entrepreneur
Solo-preneur

You need to be free
and able to do things
your own way. Most
importantly - able to
think differently and
dream big!

Phrases That Describe You

Unique

Different

Marches to their own
beat

Creative

Fun

Life of the Party

Does their own thing

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What a Wonderful **WHY** You Have!

"We're here to put a dent in the universe,
otherwise why else even be here?"

— Steve Jobs

Personal Relationships

If your **WHY** is Challenge, you are all about doing things your own way. Everything has to be different, and if your significant other appreciates your uniqueness then you will have a fun and exciting relationship. You are spontaneous, act on the spur of the moment, and are always up for a unique and fun experience.

In personal relationships this can be wonderful and exciting at first, but it can become more challenging as responsibilities enter into a long term relationship. It is critical for your partner to be able to understand you and be able to see why you do what you do! They will learn to appreciate your inability to follow a recipe, for example, because they will get different meals all the time – often called surprises!

When not understood, you can be very challenging. When you are understood, you can be a lot of fun!

Work Relationships

Challenge people can be difficult in a traditional work environment. You really don't make a good employee if that requires following the rules and conforming to the status quo.

You don't like to be on time, don't want to do things the way everyone else does, and certainly don't want to follow the rules. If the business values this about you, then it could be a match, but often this isn't the case.

A better solution is for you to become an entrepreneur (or a leader where you can be the visionary) and then build a team around you in order to get things done. You see things the rest of us do not, so when you can focus on being the visionary and thinking differently (a la Steve Jobs) amazing things can happen!

Parental Relationships

Challenge people make fun parents. You make your kids laugh and smile, which is such a great quality to have as a parent. You will most likely be your children's friend's favorite parent because you relate to them well and are so much more fun (and different than!) the other parents. You are ok with dressing differently and making them laugh because that is just what you do! When they have challenges, you help them see things differently and show them how to imagine other possibilities, which can give them both comfort and a different perspective.