



Contribute

What a Wonderful **WHY** You Have!

You believe in contributing to a greater cause. You want to make a difference in the lives of others. You love to support others, and you relish success that leads to the greater good. You seek to add value in everything that you do and are often referred to as the "go-to" person.

Characteristics

You want to be part of a greater cause – something that is bigger than yourself. You don't necessarily want to be the face of the cause, but you want to contribute to it in a meaningful way. You love to support others, and you relish successes that contribute to the greater good of the team. You see group victories as personal victories. You are often behind-the-scenes, looking for ways to make the world better. You make a reliable and committed teammate, and you often act as the glue that holds everyone else together. You use your time, money, energy, resources, and connections to add value to other people and organizations.

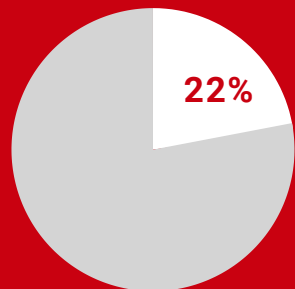
Challenges

The challenge with this **WHY** is the tendency to overcommit. Because you want to contribute and make a difference, you end up saying "yes" to request after request. Friends may tell you that you should learn to "just say no." What they don't understand is that saying no goes against everything you believe.

To you, contributing equals success. Therefore, the idea of saying "No" falls on deaf ears, or worse yet, it makes you feel guilty. You may often find yourself giving or contributing in so many areas that you feel overwhelmed and are unable to get to the things you want to accomplish for yourself.

Solutions

The key to overcoming this challenge is for you to identify where you will be able to make the greatest possible contributions, and then commit to focusing your efforts on those areas. In other words, every time you face the opportunity to contribute, ask yourself the question, "If I agree to this, will it enable me to make the maximum contribution that I possibly can?" You'll find that when you identify situations that are going to take away from your ability to give your best somewhere else, it becomes easier to prioritize what is truly important to you. By learning to distinguish between the many opportunities that constantly present themselves, you will build the muscle that keeps you focused on living your **WHY** to the fullest without overcommitting to extra obligations. You will shy away from areas in which you can only play "small" and gravitate toward those in which you will be able to play all out. Your life will expand and become even more rich and fulfilling.



You are 22%

of the population

Phrases Contribute People Say

"How can I help?"

"How can I be part of it?"

"What do you need me
to do?"

"Let's do this together."

"This was a team effort."

"I just did my part."

"I want to be a part of it."



Contribute

Career

Doctor
Lawyer
Financial Planner
Teacher
Support Team
Psychologist
Coach
CEO

Your career choices are endless, as you fit anywhere - as long as you're making a difference.

Phrases That Describe You

Pleasant

Friendly

Amiable

Helper

Contributor

Positive

Uplifting

What a Wonderful **WHY** You Have!

"You're happiest while you're making the greatest contribution."

-Robert Kennedy

Personal Relationships

If you have the **WHY** of Contribute, you do really well when you are valued for being a great friend and companion. You are typically very supportive and easy to be with; you use your time, money, energy and connections to help others do better. This means that you enjoy spending time with friends and your significant other, often doing almost anything, as long as it makes them feel happy. You get along well with all the other **WHYs**, as you are good at making other people feel comfortable and special. One of the best combinations you can have for a significant other is the **WHY** of Trust. They desire your trust, and because you want to support their needs you will prioritize being trustworthy – it's a great fit!

Work Relationships

You are the glue that holds the team together. You do anything that needs to get done, and you are always looking for ways to help move the team forward. Teams love to have you on their side because they know that you are not about you – you are about the team and will do your best to make everyone happy. You are someone that does whatever is needed, whether that means picking up a broom and sweeping the floor or sitting down and having a deep, emotional conversation with a coworker. Results are important to you, but even more important is being able to be a part of the cause. You always want to keep moving the needle forward, and you believe that if you can help others do better, the team will also do better; you use the ripple effect to multiply your impact, which is your way of adding value to any situation you are in. People love your help.

Parental Relationships

As a parent, you form strong relationships with your kids, especially when they are young and love being with you. You make them feel good, support them when they need it, and are comforting for them when they are hurt. You are the compassionate parent that all your children's friends like as well; they know you will find ways to make things fun and enjoyable. Challenges may come when your child gets older, as they will have their own opinion and rebellious behaviors. Being the "nice" parent can sometimes result in the rebellious teenager walking all over you, even as you try to support them and be there for them.



Trust

What a Wonderful **WHY** You Have!

You believe that trust is the driving characteristic behind everything you stand for. You'll go to great limits to prove you are trustworthy. You will look to do things correctly simply because that's what a trusted person would do. Many people with your **WHY** enjoy numbers because numbers don't lie. You have a very noble **WHY**, and you work hard to be the one people can count on.

Characteristics

Trust means everything to you; you believe that when relationships are based on trust, the sky is the limit. You will go to great lengths to demonstrate that you are trustworthy, and do things such as becoming an expert in a given area so that you can establish that you can be trusted.

You look to do things correctly because that is what a trusted person would do.

People with your **WHY** often enjoy numbers because numbers don't lie. If someone breaks your trust it feels like a knife in the gut, and you find it almost impossible to have a relationship with them after this loss of trust. Although you tend to have fewer friends, you build loyal and lasting relationships with those people you can trust.

Challenges

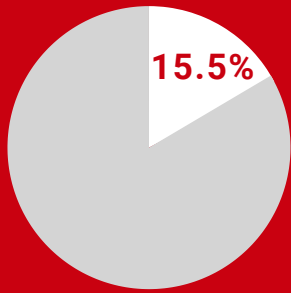
The biggest challenge with your **WHY** is that trust is so extremely important to you that you will often go above and beyond to prove that you are trustworthy. You will stay late, work over-time, and go beyond what is expected to prove your trustworthiness. You may also be overly generous with either time or resources in an effort to build trust.

Unfortunately, this extra effort often yields mediocre results because others do not see the world through the filter of your **WHY**. It's simply not that important to them to establish this kind of trust; therefore, they may view you as a generous person, but the extra effort you're putting forth may not accomplish your actual objective of building more trust.

Solutions

Given that trust is so important to you, you'll need to communicate that need clearly to all of those with whom you associate—friends, family members, and business colleagues alike. It is a matter of literally stating, "I feel successful when I am able to create relationships that are based upon trust. I need you to know that trust is very important to me. I am a person who can be counted on to do what I say I'm going to do. Can I also count on you?"

Based on the fact that trust is so important to you, you will quickly identify those who resonate with this, and more importantly, those who don't. Armed with this information, you can make a fully informed decision as to who you choose to associate with.



15.5%

You are 15.5%
of the population

Phrases Trust People Say

"I will be there on time"

"You can count on me."

"I'll be there for you."

"You can trust me."

"I won't tell anyone."

"The date shows that..."

"Experts tell us that..."

"I'll make sure it gets
done."



Trust

What a Wonderful **WHY** You Have!

"Trust the process" -unknown

Career

Doctor
Engineer
Pharmacist
Dentist
Professor
Statistician
Author

A career where people count on you for outcomes or information.

Phrases That Describe You

Calm

Collected

Smart

Detailed

Thorough

Reserved

Right Answers

Always There for Others

Rule Follower

Personal Relationships

If your **WHY** is Trust, you are wonderful to be in a relationship with when the rules are set and you and your partner have both agreed to them. Being direct and out in the open is important to you. You want the truth, even if it hurts. You highly value honesty.

If you can trust your partner and they can trust you, there is nothing you can't do together. But if they break your trust – even if it is "just" a little white lie – it devastatingly affects you. You'll find it is hard, if not impossible, to recover. It is critical for you is to make sure that you let the people in your life know how much you value truth, and how important your ability to trust them is to you. You must verbalize it, or you will get let down for sure. When lines of communication and trust are open – your relationships are amazing!

Work Relationships

You are wonderful to have on the team because you often become the go-to expert. Your team learns that they can count on you to be accurate. You will go to great lengths to know what you are talking about before you contribute to a discussion or attempt to report facts, as you want others to know they can trust you to be accurate. You are someone that will show up on time, do what you say you will do, and always complete tasks. You will stay late, put in the extra time, or do the extra research in order to meet or exceed expectations.

You are a valued member of any team, and you are a much needed part of any exceptional team.

Parental Relationships

You make wonderful parents. Your kids quickly learn that they can count on you to be there for them, no matter how busy you are or what else is going on in your life. You always show up!

It is very important to you that your children know that they can trust you, but that doesn't mean that you will go easy on them if they aren't doing their part. You also hold them to standards that were agreed on, and you expect them to tell you the truth, no matter what. If they tell you the truth – you can work with it. If they lie to you – it won't be good.



Make Sense

What a Wonderful **WHY** You Have!

You believe success comes from making sense of the complex and challenging. You are the ultimate problem solver. You have an uncanny ability to take in lots of data and information and make it understandable. You consider factors, problems, and concepts, which you then organize into solutions. You also have a gift for articulating a solution and summarizing it clearly.

Characteristics

You are driven to solve problems and resolve challenging or complex situations. You have an uncanny ability to take in lots of data and information; you tend to observe situations and circumstances around you and then sort through them quickly to create solutions that are sensible and easy to implement.

Often you are viewed as an expert because of your unique ability to find solutions quickly. You also have a gift for articulating solutions and summarizing them clearly in understandable language. You believe that many people are stuck, and that if they could make sense out of their situation they could develop simple solutions and move forward. In essence, you help people get unstuck and move progress.

Challenges

If you have this **WHY** it is impossible for you to stop yourself from solving other people's problems. Sometimes this can cause you to come across as a "smarty pants," or as someone who doesn't listen.

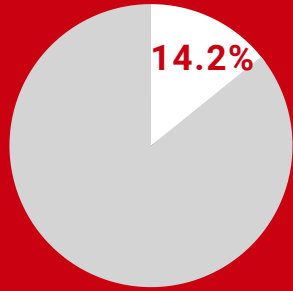
Many people, despite having problems that you could easily resolve, are not interested in your solutions. They simply want empathy, or to feel heard. They don't want anyone to preach to them or lecture them. If you are not careful, your need to solve problems may damage a relationship unnecessarily, even though your true desire is simply to help.

Solutions

The easy answer to the challenges you face is to not be so quick to jump in with your solution.

Find a way to bring possible solutions out slowly, especially if you can make those solutions more easily understandable to the other person involved.

You will always be a problem solver and can take pleasure and pride in this unique skill.



You are 14.2%
of the population

Phrases Make Sense People Say

"It has to make sense."

"Let me explain to you."

"I've got it figured out."

"What I heard you say
was.."

"Okay, I got it. Here is
what we do..."

"Let me help you figure
it out."



Make Sense

What a Wonderful **WHY** You Have!

“All things make sense; you just have to fathom how they make sense.”

-Piers Anthony

Career

Author
Lawyer
Financial Advisor
Doctor
Coach
Entrepreneur
CEO

Any career where solving big problems very quickly is valued.

Phrases That Describe You

Smart
Quick Thinker
Expert
Problem-Solver
Smarty Pants
Solution Oriented

WHY Institute.com

Personal Relationships

If your **WHY** is Make Sense, you are great at solving problems and thinking fast on your feet. You are often way ahead of the rest of the group in terms of figuring out a problem or creating a solution. This can be great in the right relationship, or extremely challenging in the wrong relationship. If your significant other's **WHY** is Contribute, Trust, Mastery, Simplify, or Clarify, you have a good chance at a strong relationship. Partners with a **WHY** of Better Way, Right Way, and Challenge may be more difficult for you, in that they may confront the solutions you offer in order to make sure they are better, right, or different.

The great thing about your **WHY** is that you can usually figure out how to get along with anyone, at least initially, as you can view the relationship as something to solve (and therefore work at). Your challenge, however, is that you may feel you have to “dumb” yourself down in order to solve every problem. You may also give solutions too quickly.

Make the other person feel valued, and you will have great personal relationships!

Work Relationships

You can be a wonderful **WHY** to have on the team if quick results and fast decisions are needed and wanted! It is so nice for team members to have someone they can go to when they have challenging and complex problems; you can take in all the information and quickly synthesize it down to whatever it is that is keeping them stuck. You then help them understand it so they can see with clarity and develop a plan to move forward.

You take complex things and make them understandable – often using your outstanding verbal abilities. The challenge for you comes from the fact that you can solve problems so fast and so well. You can often become the bottleneck at work; since you are so good at solving problems, they all end up coming to you. Time and energy become your limiting factors because you can't solve every problem if the organization is going to actually grow.

You need to be able to delegate, as well as pick and choose which problems to get involved with. This way you can keep the team involved and keep your sanity! Make sure you don't become the “fix it” person, and strive to stay a part of the team.

Parental Relationships

Make Sense people do well as parents because you are great at helping your kids with the challenges they will face as they move to adulthood. You are a wonderful resource for your kids, and they are amazed at how much you know and how quickly you can figure out what to do. You are also great at making your solutions feel like “their ideas”, as well as making it fun for them to learn!

You are the parent that other kids enjoy being around because of your quick wit and ability to improvise on the fly. Challenges can come if your kids become rebellious, as they may not want you to solve problems for them, but to simply listen instead. It can be hard for you to let your kids fail in order for them to learn, especially when you could quickly solve their issues for them. However, failure may be exactly what is needed for them to grow.



Better Way

What a Wonderful **WHY** You Have!

You believe that there is always a better way. You are the ultimate innovator. You constantly seek better ways to do everything – you can't stop yourself! You contribute to the world by creating better processes and better systems. You generally operate with a high level of energy because that is a better way.

Characteristics

You are the ultimate innovator, and you are constantly seeking better ways to do everything. You find yourself wanting to improve virtually anything by finding a way to make it better. You also desire to share your improvement with the world. You constantly ask yourself questions like: "What if we tried this differently? What if we did this another way? How can we make this better?" You contribute to the world with better processes and systems while operating under the motto "I'm often pleased, but never satisfied." You are excellent at associating, which means that you're adept at taking ideas or systems from one industry or discipline and applying them to another, always with the ultimate goal of improving something.

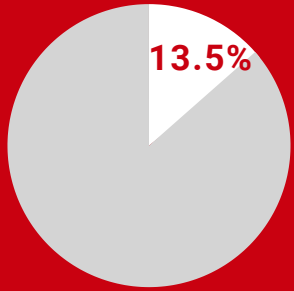
Challenges

The very strength of your **WHY** is the same thing that presents as a distinct challenge. Nothing is ever "right" because it can always be made "better". You have a hard time choosing what to eat in a restaurant because of the idea that some other choice on the menu might be better than the one you are about to make. You never leave well enough alone, which can frustrate others, especially those who have gone to great lengths to create systems that work (and that they believe you should not be messing with!). As far as you're concerned, everything can be made better.

Solutions

Your solution is to define what "good enough" is for each project you take on. This way you have an endpoint, at which you need to be committed to the idea that you will stop trying to improve or change that particular project and move on to something else.

Realize that what "Better Way" people are looking for is something that is "good enough." What that means is that you will keep tinkering and improving until you reach the point where you are happy enough with a project to feel it is acceptable to stop and move on. Choosing the "good enough" point before diving in will keep you out of things you shouldn't improve, prevent you from endlessly obsessing over one element of something, and enable you to focus on areas where you can make the biggest impact.



13.5%

You are 13.5%

of the population

Phrases Better Way People Say

"I think we could do it better if..."

"It might be better if we..."

"What is the best way to do this?"

"How can we innovate this?"

"What will make this better?"



Better Way

Career

Real Estate
Entrepreneur
Mortgage Banking
Medicine
Business Owner
Engineer
Speaker
Author

Any career that gives
you the freedom to
improve!

Phrases That Describe You

Observant

Changes His/Her Mind

Makes Things Better

Restless

Unsatisfied

Indecisive

Changer

Disrupter

Innovator

WHY Institute.com

What a Wonderful **WHY** You Have!

**“Do the best you can until you know better.
Then when you know better, do better.”**

– Unsourced, misattributed to Maya Angelou

Personal Relationships

If your **WHY** is to find a Better Way, you can be really fun to be in a relationship with, but also really challenging to be in a relationship with!

You're possibly fun, in that you like to find alternate ways to do everything. Better, newer, different: from things you regularly do, to the restaurants you visit, or the events you attend – you are always looking to experience “better”. This includes the newest technology, the best car, the craziest nightclub, the premier hotel – you're always looking for the latest and greatest new thing.

This can be enjoyable for your significant other (as they get to enjoy these new experiences as well), but it can also be exhausting for them as you continue to want more and more. You have lots of energy for fun and exciting, but not as much energy for things you don't find enjoyable. These characteristics can be a challenge for people that don't like change, or who like to do the same things a lot.

Another place you may run into challenges is decision making. Since you are always looking for newer, better things, you can have trouble truly asking yourself: “When is it good enough?” This can cause stress for your significant other; you are constantly sorting through available options to find “the best” thing, when an option that you passed over as “just okay” is truly good enough to them!

Work Relationships

You can be great to have on a team if the team is serious about wanting to improve and get better. That's right up your alley, as you easily spot things that are not good enough (and usually have innovative solutions to improve them). It is almost like you have a mental file cabinet of better ways to do things; you can take methods you have seen used in many different areas and adapt them to new situations as needed.

You are great at associating, which means you can take ideas and methods from one business or situation and apply them to something else. Although you are great at finding better ways, the truth is: sometimes better ways are not needed. Sometimes the results are good enough, the team or organization is satisfied, and a better way isn't wanted. This can mean that you're need to improve things may cause an upset or become an irritant for other team members that feel things are already working; they don't believe they need your tinkering and tweaking, and may resent the intrusion.

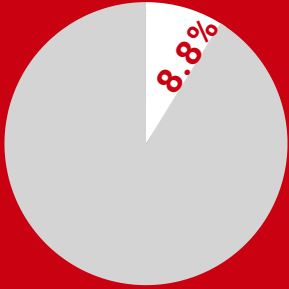
You are great to have when better is what is needed, but not as great to have when better is unnecessary!

Parental Relationships

Better Way people typically are fun to have as parents; they are constantly looking for new ways to improve their child's life. You make great coach for your child's teams, an intelligent helper for your child's science fair project, and a humorous entertainer for your child's friends. You are always looking to innovate; whenever your child has a challenge they come to you with their problems. You may run into difficulty when you see your child doing something that you know there is a Better Way for. You'll want to point it out to them, even though you know that kids make mistakes and that is how they grow. It can be hard for you to understand (and remember) that having space to try things on their own is important, even if they aren't doing things the way you think they should be.



Right Way



You are 8.8%
of the population

Phrases Right Way People Say

"This is how it should be
done.."

"Stick with what works."

"I have a system for
that."

"I know the right way to
do it..."

"Follow the system."

"It's about the results."

WHY Institute.com

What a Wonderful **WHY** You Have!

You believe that there is a proper and correct way to do things and that all things should be done right. There is no point in skimping on details or cutting corners. You know that if you create structures and processes that actually work, you can trust that the right results will follow.

Characteristics

If you have this **WHY** you believe that there is a proper and correct way to do things, and that things should be done right. You see no point in skimping on details or cutting corners, and believe that to achieve success you must follow procedures that have been proven. You also prefer to use systems that have been developed, tested, and shown to work over time, and you have no problem making adjustments and corrections numerous times in order to produce the right outcomes. You know that if you create structures and processes that work, the right results will follow.

You believe in clarity and simplicity; you understand that operations run smoothly when they have been tried and tested. You generally show up on time because that's the right thing to do, and you appreciate when others respect a set schedule. You embrace order and instill it into your personal life and business. You recognize that different departments in each business have different needs, yet you also believe there is always a "right way" to get things done (even if it is not your way). In your mind, true leadership works to bring others into the "right way" of doing things.

Challenges

If unchecked, the tendency for people with your **WHY** is to become rigid and inflexible. The phrase "My way or the highway" is something that you connect to doing things "the right way", and it often leads to you believing that there is only one proper way to accomplish an objective.

Obviously this can lead to friction with those who see the world through a different **WHY** or filter, especially those who are far more comfortable in "rolling with the punches" and innovating as they go along.

Solutions

Much like Contributors need to select causes that will enable them to create the most value, and Make Sense people need to moderate their problem-solving, people with your **WHY** must learn to acknowledge that the "right way" for you may not be the "right way" for someone else. You will always be in command of those things that are on your watch, and you can make sure that those items are done properly. However, to get along well with others you must respect their results without the need to be in complete command of the processes they use. People with other **WHYs** may have a different way to accomplish objectives; ways that from their viewpoints are equally "right" and just as valuable as your way.

You are most often the go-to person that others seek out when they need someone to create and implement new systems, processes, and procedures. When you're not filling that role, it's important to respect and appreciate the processes put forth by others without booming inflexible.



Right Way

Career

Lawyer
Dentist
Manager
Engineer
Surveyor

There are many possibilities, but you must be where organization and system-based thinking and getting results are the focus.

Phrases That Describe You

Strong-willed

Direct

To the point

Results-Oriented

Detailed

Driven

Structured

Powerful

Organized

WHY Institute.com

What a Wonderful **WHY** You Have!

“There are two ways to do something: the right way, and again.”

— Navy Seals

Personal Relationships

If your **WHY** is doing things the Right Way, you do well in relationships where trust is established and rules and systems are followed. You like specifics decided upon and standards that are stuck to. You are predictable, safe, and you can be counted on to do what you say you will do. You are typically on-time (5 minutes early is late!), show up ready to go, and will have a schedule you want to follow if you are to have the best time possible.

You like structured vacations where things are planned in advance, and you tend to know what you want (and don't want). You are good at decision making, so you don't hem and haw about what you're going to do tonight. Once you've decided, everyone else is along for the ride! You typically don't like spontaneity, and you much prefer following the plan and sticking to what you know will bring you a consistent and predictable evening, something you're satisfied with even if that means you'll miss out on a new opportunity.

Work Relationships

You are a wonderful person to have on the team that is struggling with getting things done on time and in a predictable manner. You create structure out of chaos and bring life to ideas that have been brainstormed; however, you need to be careful to clarify expectations when included in group planning sessions, and be sure to understand whether the team plans to brainstorm without actually taking action on the ideas presented. You naturally want to take the ideas and implement them, but that isn't always what the team intends!

You do great with new challenges because you will research the right way to do what is needed and then put it together in a way that will work. You could be considered the “**HOW**” team member because you are all about working out the process of how to get things done. You don't tend to worry about the **WHY**, as you feel that it has already been decided and it is now time to simply get things done.

Parental Relationships

As a parent, you are good at creating a clear path for your kids to follow, and you know this path will lead to success! When the kid follows the chosen path, all is good. They will get results, and you feel valued for the help you have given. This usually works very well when the child is young.

However, children rarely follow what parents want them to do as they get older. You may find that you often feel let down and upset, thinking (and even saying) things like “That's not how we do it!” This attitude can put more pressure on your children to live up to your standards, which may lead to the breakdown of your relationship when the kids want to spread their wings and fly their own way. If the relationship isn't damaged too much during this period of growth the children usually come back around and begin to appreciate the wisdom of the Right Way!

What a Wonderful **WHY** You Have!



Challenge

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!

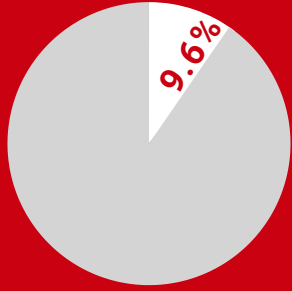
Others find you odd or strange and don't understand your behavior. You may be viewed as "the crazy one" and ostracized because of it. You may be excluded from gatherings, opportunities, and relationships because of the way that you are perceived. People don't "get you." Because of this, you may feel 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?"



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

WHY Institute.com

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.



Mastery

What a Wonderful **WHY** You Have!

You believe that there is always more to learn. You have an insatiable thirst for knowledge. You seek in-depth information instead of a broad variety of topics. You gather and retain substantial knowledge in multiple areas. You find pure enjoyment in the sheer act of immersing yourself in something new.

Characteristics

You have an insatiable thirst for knowledge, but not at a superficial level. This thirst is all about exploring the depths and intricacies of a particular subject; you'll pursue this goal until you are viewed as an expert in your subject area.

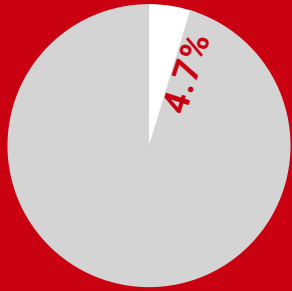
You find enjoyment in the sheer act of immersing yourself in something new. You are fearless when it comes to learning about new subjects or ideas, but often cautious when it comes to expressing your thoughts or feelings. You love to peel back the layers of the onion, always going deeper and looking for subtle differences on any given topic. Short answers to questions are a challenge for you because you know they won't get to the depth needed for someone to truly understand the subject being discussed.

Challenges

The biggest challenge facing those with your **WHY** is a practical one. You have a tendency to want to create a Rolls Royce when only a Volkswagen is required (or requested!). The pursuit of perfection may be uncalled for, or even counterproductive. You are not particularly suited for mundane tasks, and may often get in your own way as you are constantly looking for innovation and perfection when none is actually needed. You have to be cautious to keep your over-active brain out of the way when facing necessary chores that must be accomplished in a timely manner. Sometimes good enough really is good enough.

Solutions

While virtually every task has components that must be completed, your challenge is to set a time frame and deliver just what is required without going above and beyond. Although you can delve into the depths and intricacies of any subject matter or task, you need to be aware of when that level of depth is actually needed or wanted. If people want detail -give them detail. When they want a summary – give them a summary. You will find the most happiness in roles where your intellect is constantly challenged. When interacting with others, it is important that you maintain your humility to avoid being perceived as arrogant. Your high-powered brain is indeed a gift; you will find more joy and fulfillment when you surprise people with it.



You are 4.7%
of the
population

(the most rare)

Phrases Mastery People Say

"Let's research that."

"We need more
information."

"Have you thought it
through?"

"I need more time to see
all the details."

"There is a lot to know
about this."



Mastery

What a Wonderful **WHY** You Have!

"I learned no detail was too small. It was all about the details."

— Brad Grey

Career

Entrepreneur
Speaker
Author
Hedge Fund Manager
Doctor
Athlete
Engineer
Researcher

Careers where depth and details are important

Phrases That Describe You

Expert

Master

Smart/Intelligent

Takes their time

Detailed

Knowledgeable

Complex

Wants lots of detail

Personal Relationships

If your **WHY** is Mastery, you will do well in personal relationships in which details and truths are valued. You relish small details and enjoy going deep into areas you consider important. You are fascinated by nuance and the small things that give depth to a subject. If your significant other's **WHY** is Contribute, Trust, Make Sense, Right Way, or Clarify you will probably have a good chance at a wonderful relationship. You may have systems for gathering information and data, and you know how you like things to be; if your significant other appreciates and encourages these gifts your relationship will be strong! With those who have the **WHY** of Better Way, Challenge, or Simplify it may be more of a struggle to maintain close relationships with them, as they may not see your attention to detail and need to go in depth as a positive thing. It is easy for you to be misunderstood; remember that there are so very few of you that mastery is truly a unique gift.

Work Relationships

You make a great team member if the team needs depth and details. If an organization needs complex research, in-depth manuals, or detailed reports you would be great for the job. If they want fast action and results, however, you are probably not the right person, and you may find that you are stressed and unhappy. Most likely you will make a better business owner or solo-preneur than an employee; this way you can set the rules and give yourself enough time to do what you want in the way you want to do it. You don't like to be rushed, and you want to know as much as you can before making a decision. For you, "fast" is not in the equation.

Parental Relationships

As a parent you do very well. You have a great deal of knowledge to share with your child, as well as the patience to share it. You love spending time with your kids (or anyone) when you're given the chance to show them what you know and have learned. Kids, especially when young, love that about you. Although you may consider yourself a beginner at your given subject, the rest of us feel that you know more about it than anyone else we've met. Your kids will feel the same. Your challenge may come as they get older; they will want fast decisions or quick answers, and you don't operate that way. You almost always prefer to think long and hard before you act. Conversely, young adults tend to act before they think. Your patience will help you navigate these changes, and soon they will come back to you for advice and discussions!



Clarify

What a Wonderful **WHY** You Have!

You believe that with clarity comes better decisions and clearer direction. You are a master in communication. You seek to be fully understood at all times. It is important for you to know that people "get" what you are saying. You feel successful when you know that your message has been completely understood.

Characteristics

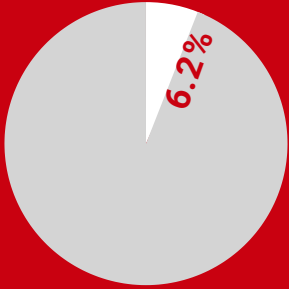
You seek to be fully understood at all times -everything has to be crystal clear. It is important for you to know that people "get" what you're saying, and you will use numerous methods to get a point across and make sure it's clear. You will use analogies and metaphors to share your views in an interesting and unique manner. You feel successful when you know with confidence that your message has been fully understood and received; you want to reach this place of clarity and understanding before decisions are made and people move forward with a plan of action.

Challenges

Your need to be clearly understood borders on the fanatical. While it can be a good thing when it comes to expressing yourself and your needs, it will come across as overbearing if not kept in check. You may find that you're repeating yourself by explaining something to someone for a second (or even third!) time, despite the fact that they have expressed to you that they have heard and understood your message or point.

Solutions

Because you are masterful with your speaking abilities, this tends to get in the way of listening and unfortunately, this is a skill that you must cultivate. Listen, verify and move on. Listen for when someone stresses that they have heard you, quickly verify and then trust that in fact, they did. This will allow you to move on to other subjects and not get bogged down in extensive and repetitive conversations.



You are 6.2%
of the population

Phrases Clarify People Say

"I'm not clear - I can't make a decision."

"Could you say that again?"

"This is what I'm hearing..."

"I have a few more questions..."

"Let me clarify that."



Clarify

Career

Coach
Consultant
Advisor
Estate Planner
Lawyer
Dentist
Engineer
Professor
Author

You do well when
people are confused or
overwhelmed and you
help them get clear

Phrases That Describe You

Asks lots of questions

Needs lots of info.

Wants things clear

Detailed

Long messages

Needs to be clear

Decisions are hard

Likes to revisit things

WHY Institute.com

What a Wonderful **WHY** You Have!

"Every clarification breeds new questions."

— Arthur Bloch

Personal Relationships

If your **WHY** is Clarify, you constantly want to make sure that you have been fully understood and heard. You ask a lot of questions in order to make sure things are clear. This can be great for follow through, as well as for making sure everyone is on the same page. This also helps keep upsets to a minimum, as everyone sees and understands the same thing. Your significant other knows when you have achieved clarity, as you are able to move forward positively and with passion. Your challenge comes in that it can sometimes take you a long time to get clear yourself, and you may find that you often go above and beyond what is "normal" to make sure you are heard by others. You tend to ask a lot of questions, and may use analogies and metaphors in an attempt to be heard clearly. This could seem condescending and annoying to your partner, especially if they don't understand your **WHY** and the reason you are explaining at such great depth. As they learn ways to let you know you have been clearly understood, you will be able to move forward faster and keep the relationship positive!

Work Relationships

Where clarity is wanted and needed, you will be valued. If your team members understand you and the reason why you are asking so many questions they will quickly learn to appreciate you. They will see that they can come to you for help in making their own communications clear and effective, and they'll also know when they shouldn't come to you. If others don't know your **WHY**, you may be viewed as someone that slows everything down, as you're constantly asking tons of questions. To salvage the problem – and relationships – make sure they know your **WHY**!

Parental Relationships

As a parent, your communication with your child is clear and understandable. You are great at asking your child questions, learning about them, and being genuinely interested in what they are interested in. You take the time to make sure they know you are listening and on their side. Challenges may come (like they do for everyone) when your children aren't clear on what they've done or why they did it. For you, that just doesn't make sense. This can cause you to go into interrogation mode, which may not feel good to your child. By keeping it positive and focusing on NOT over-questioning, you will promote a strong relationship with your child for many years!



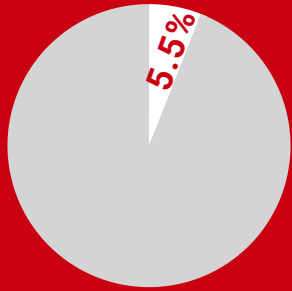
Simplify

What a Wonderful **WHY** You Have!

You believe in making things simple so they are useful and understandable. You have a unique gift of reducing the number of steps required for almost any task. You constantly look for ways of simplifying. For you, life is better when it's simple and uncluttered. If you can simplify something and help the world, you will.

Characteristics

You are one of the people that makes everyone else's life easier. You break things down to their essence, which allows others to understand each other better and see things from the same perspective. You are constantly looking for ways to simplify, from recipes you're making at home to business system you're implementing at work. You feel successful when you eliminate complexity and remove unnecessary steps.



You are 5.5%
of the population

Phrases Simplify People Say

"I just need the bullet points."

"What are you trying to say?"

"Just narrow it down."

"Focus. Lets stay focused"

"There's too much stuff."

"What are the facts?"

"Keep it simple."

Challenges

The biggest challenge that you face, given your **WHY**, is embracing the fact that others are quite comfortable with a fair amount of chaos.

To you, this makes little sense. Chaos is confusing and inefficient. It adds layers of unnecessary complexity to any task or relationship, and from your perspective, it contributes nothing positive. You have a hard time with mess and disorganization.

Solutions

There is no easy answer to the dilemma facing those who share your **WHY**. Human beings are messy by nature, and most are not prone to seeking simple solutions at every turn, as much as you wish they would.

Acceptance and celebration are your friends—accept the fact that others cannot do what you do, and celebrate the contributions that you make to everyone around you.



Simplify

What a Wonderful **WHY** You Have!

"Simplicity is the ultimate sophistication."

— Leonardo Da Vinci

Career

Engineer
Doctor
Dentist
Accountant
Leadership Trainer
Marketing
Advertising

You do well where you
can summarize
problems in a way that
can help everyone!

Phrases That
Describe You
Less is more

Direct

To the point

Just the basics

Minimalist

Does not like fluff

Nothing Fancy

Eliminator

WHY Institute.com

Personal Relationships

If your **WHY** is to Simplify, you are direct and to the point in your relationships. For a relationship to be great for you, you want to know what is going on, you want things to be simple to understand, and you don't want a lot of fluff. You don't like drama, nor do you need a lot of attention, as that would be too confusing and would feel excessive.

Conversations with you are short and sweet, and you are good at making your significant other feel comfortable. Sometimes a relationship with you can be challenging; when you are too direct it may seem like you are upset or unhappy, although really you just want the facts. Less is more for you, and that can work well for relationships with some of the other **WHYs**, such as Trust, Make Sense, Better Way, Right Way, and Clarify. Your traits may make relationships with Contribute, Challenge, and Mastery more difficult.

Work Relationships

You are great to have on the team because you are excellent at taking complex information or ideas and simplifying them for others to understand. In meetings you are typically not very vocal, and may go an entire meeting without saying anything. However, when you are called on for feedback or advice you are great at summarizing what was said while also making it easier for others to "get" the important points. Sometimes you can seem disengaged or disinterested, but that is because you are gathering data or figuring out what others are saying. You can sometimes seem blunt, especially when your answers are short, but that directness is your gift. When the rest of the team realizes that, you become an appreciated asset!

Parental Relationships

You make a great parent! You make things simpler for your kids by decreasing clothing choices, decreasing food choices, and making tasks easier for them to do.

Less is more also applies; you believe that when children have less things to make decisions about they are happier. You do well when your children agree with this thinking, but will experience conflict if they want more and more (like many do). It can become challenging for you as their desire for what you see as "excess" goes against what you believe. Young kids will likely follow your ways, but older kids might want more. Be ready for it!