

### Lesson 3: Welcome Video

This course is unique and different because it is \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_.

- A: Practical, Positive, Process
- B: Proven, Psychological, Loving
- C: Process, Practical, Positive

**D: Practical, Proven, Process**

### Lesson 5: WHY Institute's WHY

1. We believe there is a \_\_\_\_\_ to know yourself.

- A: Best Way
- B: Right Way

**C: Better Way**

D: One Way

2. Why is this course unique and different?

**A: Discover Your WHY, Apply Your WHY, Connect Using Your WHY**

- B: Discover Your Connection, Connect with Connectors, Apply your WHAT
- C: Apply your HOW, Know Your WHY, Connect Your WHAT
- D: Discover Your Purpose, Simplify the Process, Connect with Friends

3. What we do at WHY Institute is \_\_\_\_\_ so anyone can do it.

A: Simplify the WHY

**B: Simplify Self Awareness**

- C: Simplify You
- D: Simplify the Process

4. If you want to play at the highest level and have the biggest impact you must know your

\_\_\_\_\_ + \_\_\_\_\_ + \_\_\_\_\_

A: WHY+WHAT+HOW

B: WHY+WHERE+ NOW

**C: WHY+HOW+WHAT**

D: HOW+WHY+WHAT

5. Tag Line:

**A: Get Clear, Stand Out, and Play Bigger**

B: See Clearly, Stand Up, Play Big

C: Discover Clarity, Stand Proud, Play for Fun

D: Get Clear, Play Small, Stand Out

## Lesson 6: WHY Discovery History

1. We believe that Discovering Your WHY is the \_\_\_\_\_ .

**A: essential first step**

B: The first to-do

C: The Better Way

D: The number one

2. Fill in the blanks.

Our WHY is to find a **better way**.

## Lesson 8: WHY Brain Biology

1. \_\_\_\_\_: Rational and Analytical thought and language.

**A: Neocortex**

B: Frontal Lobe

C: Limbic Brain

D: Cerebrum

2. \_\_\_\_\_: Feelings like loyalty and trust. Decision making. No language.

A: Neocortex

B: Frontal Lobe

**C: Limbic Brain**

D: Cerebrum

## Lesson 9: Nine WHYs Deep Dive

1. It is critical for you to know as much about the WHYs as possible to understand your clients. This will help you be able to \_\_\_\_\_ and \_\_\_\_\_ their WHY.

**A: Validate and Verify**

- B: Comprehend and Do
- C: Find and Live
- D: Move and Work

2. When you put all three together that is when you will have clarity as to \_\_\_\_\_ you do what you do, \_\_\_\_\_ you bring that to life and \_\_\_\_\_ it is that others can count on from you.

**A: why, how, what**

B: what, how, why

3: how, why, what

## Lesson 19: WHY.os

1. Your WHY is the \_\_\_\_\_ .

**essential, first, step**

first, essential, step

2. Apply Your WHY in the \_\_\_\_\_ .

**right, sequence**

sequence, right

3. Your \_\_\_\_\_ .

**message, matters**

matters, message

## Lesson 21: How to Articulate Your WHY.os

1. You want to have your client \_\_\_\_\_ their simple WHY.os.

A: Write

**B: Say**

C: Hear

2. Where do you find your client's simple WHY.os statement?

**A: Their dashboard results home page**

B: A results page

C: Orders

## Lesson 22: Full WHY.os Results

1. At which tab can you see their full WHY.os results?

A: WHY.os Discoveries

B: Home

c: **Client Profiles**

D: Your Dashboard

2. What is a full WHY.os?

A: Your WHY, HOW, and WHAT

B: Your WHY, HOW, and WHAT

C: **The ranking of all 9 WHYs**

D: The full picture of you that your WHY.os provides

3. Can your client see their full WHY.os?

A: **No**

B: Yes

## Lesson 23: How is a WHY Different as a HOW and WHAT?

1. When a WHY is a HOW it shows up as a \_\_\_\_\_

A: **Process**

B: Strategy

C: Deliverable

2. When a WHY is a WHAT it shows up as a \_\_\_\_\_.

A: Process

B: **Deliverable**

C: Strategy

## Lesson 24: Sequence Matters

1. Does the sequence of your WHY.os matter?

A: **Yes**

B: No

C: Sometimes

2. What is the correct sequence of the WHY.os?

A: HOW, WHAT, WHY

B: WHAT, WHY, HOW

**C: WHY, HOW, WHAT**

D: HOW, WHY, WHAT

## Lesson 25: Simple Yet Powerful Ways To Use The WHY.os

1. What is the golden rule?

**A: Treat others the way you want to be treated.**

B: Treat others the way they want to be treated.

2. What is the platinum rule?

A: Treat others the way you want to be treated.

**B: Treat others the way they want to be treated.**

## Lesson 26: Vision – Purpose – Goal – Strategy

1. What is our vision?

A: To learn everyone's WHY for data.

B: To help others live their WHY.

**C: To be the first step in self awareness.**

D: To contribute to the world in a unique way.

2. Our Purpose: To provide instant \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_ so they can move forward faster and have a bigger impact.

A: understanding, answers, and information

B: purpose, passion, and understanding

**C: confidence, clarity, and direction**

3. Our Goal: To help \_\_\_\_\_ people discover and make decisions based on their WHY.os.

A: Lost

B: 100,000

**C: 1 Billion**

4. Our Strategy: To provide \_\_\_\_\_ and share our expertise to empower coaches and consultants to join us in bringing this vision to life.

**A: Scalable Technology**

B: WHY Discoveries

C: Common Ground

## Lesson 28: Coaching with the WHY

1. The first step without exception the first thing to do with your client is to \_\_\_\_\_.

A: Know their Passion

B: Guess their WHY

C: Know their name

**D: Discover their WHY**

## Lesson 29: Using the WHY.os with Other Assessments

1. The WHY Discovery is the \_\_\_\_\_.

**A: essential, first, step**

B: first, essential, step

## Lesson 30: Think It. Write It. Say It. Send It. Post It.

1. The 5 steps in articulating your WHY+HOW+WHAT

**A: Think It. Write It. Say It. Send It. Post It.**

B: Do It. Say It. Have It. Keep It. Share It.

C: Know It. Have It. Write It. Say It. Think It.

D: Keep It. Say It. Write It. Have It. Send It.

## Lesson 31: Selling the WHY

1. The first approach to using the WHY Discovery is giving it away for \_\_\_\_\_.

A: \$20

**B: Free**

C: Discounted

D: Optional

2. The second approach is to send the WHY discovery and they pay \_\_\_\_\_ cost you would like to charge them for the Discovery.

A: \$25

B: \$47

**C: Whatever**

D: Free

3. The third approach is where you charge your client for your \_\_\_\_\_ in going through their results.

A: expertise

B: work

C: fun

**D: time**