

WHY.OS

|

CERTIFIED PROFESSIONAL
WORKBOOK

BY: DR. GARY
SANCHEZ

WE BELIEVE THAT
KNOWING YOUR WHY
IS THE FIRST STEP
IN SELF
AWARENESS.



A LETTER FROM OUR FOUNDER

Future **WHY**.os Certified Professional,

I want to personally welcome you into the journey of becoming **WHY**.os Certified. You may be right at the beginning and feeling a little anxious about getting started on this journey or you might already be a confident **WHY/WHY**.os Discovery user and now you're ready to sharpen your skills and use them with your clients, friends, and family in a more tangible way. No matter where you are, I know we have connected for a purpose and a reason. Personally, I believe there are no accidents. We tend to cross paths with certain people in our lives that fundamentally change the trajectory of not only our business but our life.

Our mission is to impact 1 Billion people by helping them discover, make decisions and connect based on their **WHY** and **WHY**.os, and now you are joining our team in accomplishing that goal. Welcome to the **WHY** Institute team- I hope very soon we will be able to meet each other face-to-face, shake hands and connect on an even greater level. Along this journey I want you to be kind to yourself. As you move through the modules, don't try to get it right - just give it a try! I couldn't tell you how many "average" presentations, webinars, and ideas I've come up with that, through practice, become really good. As you gain more "reps" with the **WHY** and **WHY**.os Discovery process, it will become second nature to you and an invaluable part of your personal and professional relationships.

As much as doing this program is a "shortcut to success", there are no shortcuts in life. Because what you will discover is that as you discover more **WHY**s and **WHY**.os, bring clarity in other individuals' lives, and begin to impact the world you will be able to understand yourself and others better. It will be about "whom you become" in the process that will be the most fulfilling part of the journey.

Through choosing to join this training I know you're choosing to step up in your life and your business. You'll have many moments along this journey where you might feel frustrated, overwhelmed, and maybe even like you want to quit, but I want to encourage you to keep going. When you feel those challenges it means you are on the edge of a breakthrough. Take a moment to re-group, take some deep breaths and keep going. It's through these testing times that you will grow into more of whom you're destined to become.

So let's jump in, begin the training, commit to the process and build on your confidence and clarity so you can help others get clear, move faster and play bigger.

Sincerely,
Dr. Gary Sanchez

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WHY.OS

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How is the WHY Different as a HOW and a WHAT

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WHY.OS HOUSEKEEPING

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UX - WHY.os Dashboard WHY and Client Profiles |
Recertification | Resources for You | Congratulations!



We believe life's challenging questions become easier when you know your **WHY** and everyone needs to know their **WHY**.

-

WHY Force

Introduction

WELCOME TO THE WHY SOCIETY

The **WHY** Institute has a way for you to discover your **WHY** and **WHY.os** (**WHY** operating system). Not the short-term motivational **WHYs** of life but the **WHY** that pulls in **WHY** you do what you do, **HOW** you bring your **WHY** to life, and ultimately **WHAT** you bring.

THIS COURSE IS UNIQUE AND DIFFERENT BECAUSE IT IS:

- 1
- 2
- 3

This course is going to equip you to be able to
and help your clients discover their **WHY.os**.

This process will help you have less fear and uncertainty. It will bring you more confidence and clarity.

We are here to help you: Get Clear. Stand out. Play BIGGER.

WHY DID YOU DECIDE TO BECOME WHY.OS CERTIFIED?

WHY Institute's WHY

WHO WE ARE

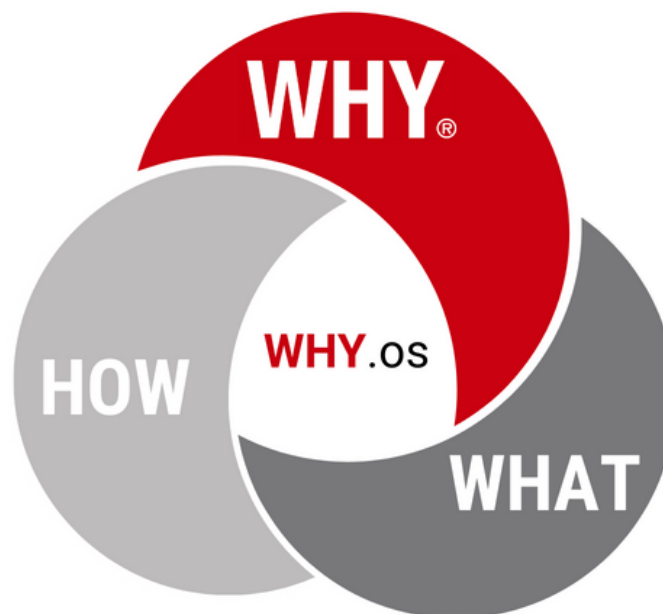
We believe there is a to know yourself.

HOW WE MAKE YOUR PATH CLEAR AND UNDERSTANDABLE:

- 1
- 2
- 3

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

+ +



WHY.os stands for
WHY Operating
System

WHY Institute

WHO WE ARE

Tagline:

Vision

To be the first
step in self-
awareness.

Purpose

Provide instant
clarity,
confidence, and
direction.

Goal

Help 1 billion
people discover,
connect, and make
decisions based on
their **WHY**.

Strategy

Provide scalable
technology and
expertise so we
can reach our goal
together with those
who believe what
we believe.

WHY Discovery History

WHY/WHY.OS HISTORY



Dr. Gary went from Discovering his **WHY** in 8 months with Simon Sinek, to scaling the process down to a 5-minute question assessment to Discover someone's **WHY**.

Dr. Gary realized that there are 9 **WHYs** and everybody has one. Once someone discovers their **WHY** they have a new level of clarity on their past, a new structure in their present, and a new method for approaching their future.

Now we have a program that has increased accuracy and has lead us to develop the **WHY** Discovery for individuals and the **WHY.os** Discovery.

"Transformation is not about trying to be someone you want to be. Transformation is really about you discovering you because you are already good enough, you just need to know who you are in order to utilize that ."

Dr. Gary Sanchez

When you know your **WHY** what you do has more impact. **WHY** Institute's **WHY** is to find a Better Way.

We believe that Discovering your **WHY** is the first step.

All About You

WE WANT TO GET TO KNOW YOU

WE WANT TO KNOW MORE ABOUT YOU, AND FOR YOU TO
SHARE THAT WITH THE REST OF THE WHY.OS COMMUNITY

SHARE THE ITEMS/TOPICS BELOW

- Name:
- Where you live:
- Your business:
- Your **WHY**.os:
- Finish this sentence: I am here because...

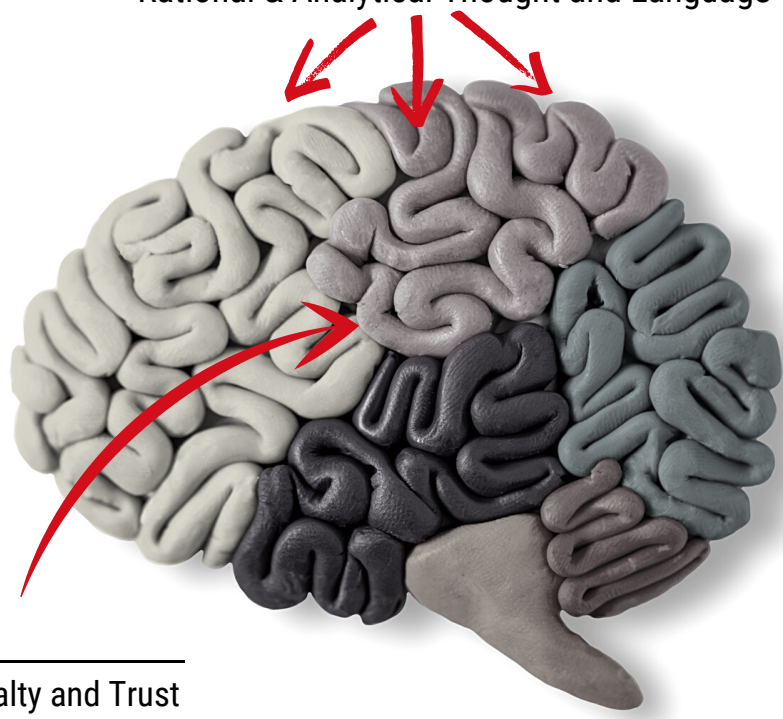
Write about how discovering your **WHY**.os has
changed your life.

Drop a comment below the video and read
your fellow WHY.os Certified Professionals
posts.

Brain Biology

UNDERSTANDING WHY THE WHY WORKS

Rational & Analytical Thought and Language



Feelings like Loyalty and Trust
Decision Making
No Language

Notes:



Fun Fact

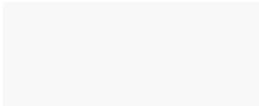
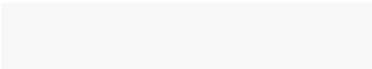
The same structures found in the human limbic system can also be found in the brains of evolutionary ancient animals such as **the alligator**.

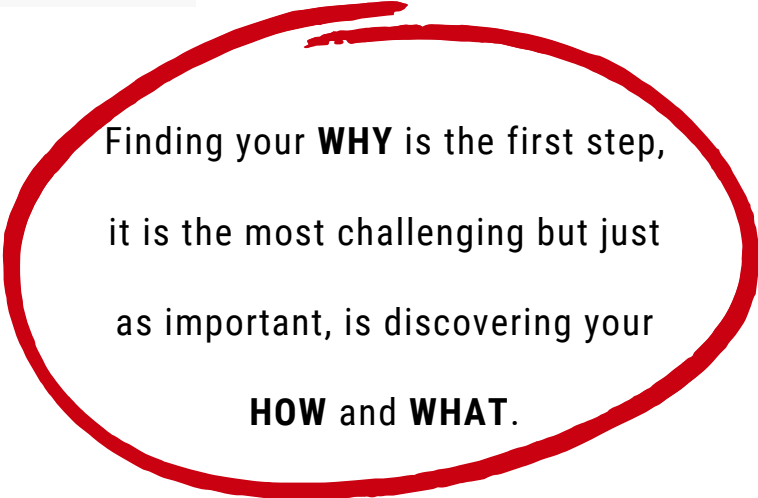
9 **WHY**s Deep Dive

OVERVIEW

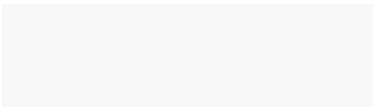
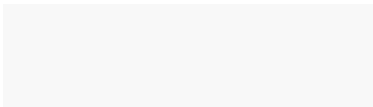
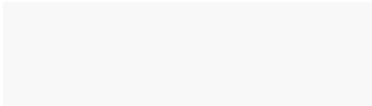
WHAT YOU WILL LEARN IN THE FOLLOWING SECTION IS
A DEEP UNDERSTANDING OF EACH OF THE 9 WHYS.

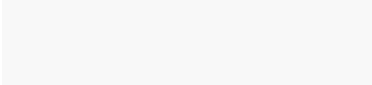
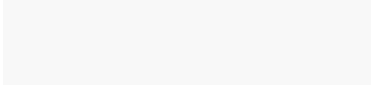
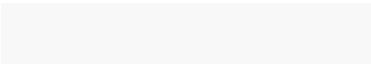
YOU WILL LEARN THE: **CHARACTERISTICS, CHALLENGES,
SOLUTIONS, AND NUANCES OF EACH WHY.**

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**.



Finding your **WHY** is the first step,
it is the most challenging but just
as important, is discovering your
HOW and **WHAT**.

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.

It will go from  to  and that is
where the  lies.



A Brief Contribute Story

CONTRIBUTE: LETS PUT YOU IN THE CONTRIBUTE MINDSET

Do you ever see someone and wonder how they can be so selfless and so giving? This is a story about a real life Contribute.

She is an occupational therapist who on the side care-gives for those struggling with ALS. There have been days where after a full day of work she will come home and make everyone dinner and clean the whole house while asking for nothing in return. All she strives for is that everyone else is happy. I remember a time when she sat with a homeless man just to learn his story and then ended up giving him her lunch.

She needs time to recharge and give back to herself though, and for that, she has yoga. Sixty minutes of uninterrupted time for herself.

TENDENCIES

TO GIVE
OVERCOMITT
TO BE SELFLESS
AGREEABLE



"Don't cheat the world of your contribution. Give it what you got."

STEVEN PRESSFIELD



9 **WHY**s: Contribute

CONTRIBUTE: CHARACTERISTICS & CHALLENGES

TO CONTRIBUTE TO A GREATER CAUSE, MAKE A DIFFERENCE, ADD VALUE, OR HAVE AN IMPACT.

CHARACTERISTICS	NOTES
<p>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.</p>	
CHALLENGES	NOTES
<p>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.</p>	



9 **WHY**s: Contribute

CONTRIBUTE: SOLUTIONS, PERSONAL RELATIONSHIPS, & WORK RELATIONSHIPS

SOLUTION

NOTES

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 “small” and gravitate toward those in which you play all-out. Your life will expand and become even more rich and fulfilling, living your WHY to the fullest. You will shy away from areas in which you can only play resources and connections to add value to others.

PERSONAL RELATIONSHIPS

NOTES

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

NOTES

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 co-worker. 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, then 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.



9 **WHY**s: Contribute

CONTRIBUTE: PARENTAL RELATIONSHIPS, CAREERS & PHRASES

PARENTAL RELATIONSHIPS

NOTES

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.

CAREER CHOICES

NOTES

Contribute people are wonderful to have on your team; in fact, you have to have them on the team to get anything done. You would do well as a Doctor, Lawyer, Financial Planner, Teacher, Support Team, Camp Leader, Counselor, Psychologist, Coach, and Trainer. Often times you feel you should be in the background helping others succeed, but when you are put in a leadership position you will do extremely well. The CEO of a company that is making a difference in the world would be a great spot for you!

PHRASES THEY SAY

DESCRIPTIVE PHRASES

"How can I help?"

Pleasant & Friendly

"How can I be a part of it?"

Amiable & Helper

"What do you need me to do?"

Positive, Uplifting, Safe

"How can I have an impact?"

Easy Going

"How can we make a bigger impact?"

Easy to talk to

"Let's do this together."

Ready to help

"I want to be part of the team."

Good listener

"I don't want to be the focus."

Behind the scenes

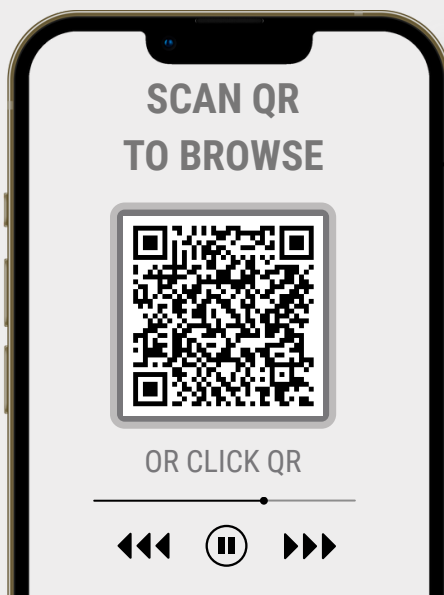
Always there for others



9 **WHY**s: Contribute

DR. GARY'S VIDEO NOTE

NOTES



Beyond Your WHY Podcast
Contribute Episodes





A Brief Trust Story

TRUST: LETS PUT YOU IN THE TRUST MINDSET

This brief Trust story is about a girl who has had her trust broken plenty of times, but the most important relationship she has is the one with herself.

She trusts herself to get up early each day, trusts her body to get to the gym, and trusts those closest to her who have never wavered.

She will call or text her friends if she hasn't heard from them in a while just to make sure they know she is there for them and to see if they're okay. If she makes plans with you - she sticks to them. I remember hearing of a time a friend called her at 2am in tears and she was there.

She is willing to put forth the effort to keep you in her life and willing to move on from those she cannot count on.

TENDENCIES

TO TRUST SLOWLY

TO LISTEN

TO BE THERE

KEEPS TO
THEMSELVES



"Trust is a currency; you can't afford not to invest in it.

Interestingly enough, trust can only be built, maintained, and repaired through conversations."

JULIANA VERGARA



9 **WHY**s: Trust

TRUST: CHARACTERISTICS & CHALLENGES

TO CREATE RELATIONSHIPS BASED ON TRUST.

CHARACTERISTICS

NOTES

If you have this **WHY** trust means everything to you. You believe that trust is the driving characteristic behind all that you stand for and will work hard to create it. When the relationship is based upon trust, the sky is the limit for you. You will go to great lengths to demonstrate that you are trustworthy and do such things as becoming an expert in a given field or with respect to a particular subject so that you can demonstrate your expertise and thereby establish that you can be trusted. You will look to do things properly and correctly because that is what a trusted person would do. You want others to know that you can be counted on and will go the extra mile to demonstrate that with your actions, your words, and your deeds. Many people with your **WHY** enjoy numbers, because numbers don't lie, and endeavors such as gardening or sculpture are predictable. While people with other **WHY**s may get annoyed by a violation of their trust, to you it is like a knife in the gut (again, the feeling of "life and death"). Like those individuals whose **WHY** is to contribute, you have a very noble **WHY** and work hard to be known as an individual who can be counted on. You build loyal and trusting friendships and relationships.

CHALLENGES

NOTES

The biggest challenge with your **WHY** is that because trust is so important to you, you will often go way above any sense of an ordinary norm to prove that you can be trustworthy. You will stay late, work overtime, do beyond what is expected at the expense of yourself to prove your trustworthiness. You may be overly generous with either time or resources in an effort to build trust with the beneficiaries of your generosity. 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 and therefore, often, the effort is wasted.



9 **WHY**s: Trust

TRUST: SOLUTIONS, PERSONAL RELATIONSHIPS, & WORK RELATIONSHIPS

SOLUTION

NOTES

Fortunately, the solution is straightforward, highly effective, and will save you an enormous amount of time and aggravation. Given that trust is so important to you, you simply need to communicate that clearly with all of those with whom you associate - friends, family members, and especially business colleagues. It is a matter of literally stating: "Because we're entering into a new relationship, 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?" Because you are so tuned in to trust on every level, you will quickly identify individuals who resonate fully with this core value, and more importantly, those who don't. Armed with this information, you can make a fully informed decision as to whom you choose to associate with.

PERSONAL RELATIONSHIPS

NOTES

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

NOTES

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.



9 **WHY**s: Trust

TRUST: PARENTAL RELATIONSHIPS, CAREERS & PHRASES

PARENTAL RELATIONSHIPS

NOTES

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.

CAREER CHOICES

NOTES

You desire to have exact answers that people can count on, and you don't want to tell people things you are not sure about. You need to find a career where this is valued and respected: Doctor, Engineer, Pharmacist, Dentist, Professor, Statistician, Speaker, or Author would all be good choices. Trust people want to be a trusted source for those around them, and you value being proven right and always knowing what you are talking about. You will study extra, stay late, put in extra time, do what is necessary and do what you say you will do; interestingly, however, many times the extra time and effort you give isn't noticed. What you'll want to avoid is a career choice in which you and the people you work with (or for) can't count on outcomes or information. For example, a stockbroker may not be a good choice because you can't guarantee a client's results with an investment. You can do all your homework and think something will bring a good result, but you can't ever guarantee it. If it doesn't turn out right, you will be devastated.

PHRASES THEY SAY

DESCRIPTIVE PHRASES

"I will be there."

Calm - Cool - Collected

"You can count on me."

Smart & Detailed

"I'll make sure it gets done."

Always follows through/Dependable

"I'm here for you."

Always there for you

"You can trust me."

Sticks with it

"I won't tell anyone."

By the book

"I'll keep it between us."

Your secret is safe with them



9 **WHY**s: Trust

DR. GARY'S VIDEO NOTE

NOTES



Beyond Your WHY Podcast
Trust Episodes





A Brief Make Sense Story

MAKE SENSE: LETS PUT YOU IN THE MAKE SENSE MINDSET

This brief Make Sense story is about a man who can figure out just about anything on the fly and is the go-to person for his family and friends when they need a problem solved.

He can take on any task at work, even if he doesn't have the background knowledge, and figure it out on the fly. He knows a lot about a lot of things and can sometimes come off as almost too intelligent.

He is always there for his family and can sometimes be seen as the glue that holds them together because all of his brothers, sisters, and even parents turn to him for advice and for help. He can quickly see the whole picture and figure out the next right step.

TENDENCIES

MULTITASKING

GO-TO PERSON

BUSY-BEE

PROBLEM SOLVER



"People who believe a problem can be solved tend to get busy solving it."

WILLIAM RASPBERRY



9 **WHY**s: Make Sense

MAKE SENSE: CHARACTERISTICS & CHALLENGES

TO MAKE SENSE OF THE COMPLEX OR CHALLENGING.

CHARACTERISTICS

NOTES

If this is your WHY, 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, observe situations and circumstances around you and sort through them to create order. You consider factors, problems, and concepts and organize them into solutions that are sensible and easy to implement. It is not even that you enjoy problem-solving necessarily. You simply can't help yourself. It is the lens through which you view the world. Interestingly, it is not necessary for you to share your solutions on a continuous basis. It is sufficient that you, yourself, have solved the problem or resolved the complexity of the situation. Often, you are viewed as an expert because of your unique ability to find solutions quickly. You also have a gift for articulating a solution and summarizing it clearly in understandable language for your own benefit and the benefit of others. You believe that many people are stuck and that if they could make sense out of their situation, they could find a simple solution and move forward. You help them understand and see their way through.

CHALLENGES

NOTES

If you have this WHY it is impossible for you to stop yourself from solving other people's problems. Notwithstanding the obvious benefit to an organization that you may offer, in the absence of temperance, you may come across as a "smarty pants," or someone who doesn't listen. Many people, despite having problems that you could easily resolve, are not interested in your solution. They simply want empathy or to be heard. They don't want anyone to preach to them or lecture them. If you are not careful, you may damage a relationship unnecessarily despite your desire to help.



9 **WHY**s: Make Sense

MAKE SENSE: SOLUTION, PERSONAL RELATIONSHIPS, & WORK RELATIONSHIPS

SOLUTION

NOTES

The easy answer to this challenge is to not jump in with your solution. Find a way to bring it out slowly, especially if you can make it seem like the other person's idea. You will always solve problems and can take pleasure and feel proud of this unique skill. Unlike a person whose WHY is to contribute, for you to "just say no" actually does work--except that you are saying "no" to the need to voice your solutions unless asked. You don't have that burning need and therefore can become a valued and cherished individual so long as you carefully moderate your communication to others.

PERSONAL RELATIONSHIPS

NOTES

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

NOTES

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.

9 **WHY**s: Make Sense



MAKE SENSE: PARENTAL RELATIONSHIPS, CAREERS & PHRASES

PARENTAL RELATIONSHIPS

NOTES

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.

CAREER CHOICES

NOTES

Make Sense people are great at just about anything! You would make a great Speaker, Author, Lawyer, Financial Advisor, Doctor, Dentist or in just about any career where solving big problems very quickly is valued. You would also make a great coach, as well as a wonderful point guard in basketball or quarterback in football. You make a great leader but not a great follower!

You would make a much better entrepreneur (or solopreneur) than CEO because you end up doing much of the work anyway; you might as well get the credit for it. If you are the CEO, it would probably be worthwhile for you to consider bringing in a CEO with the WHY of Contribute, freeing you up to take a secondary role so you can revel in solving the problems you want to solve instead of ALL the problems.

This move would make sense and allow you to live your strength!

PHRASES THEY SAY

DESCRIPTIVE PHRASES

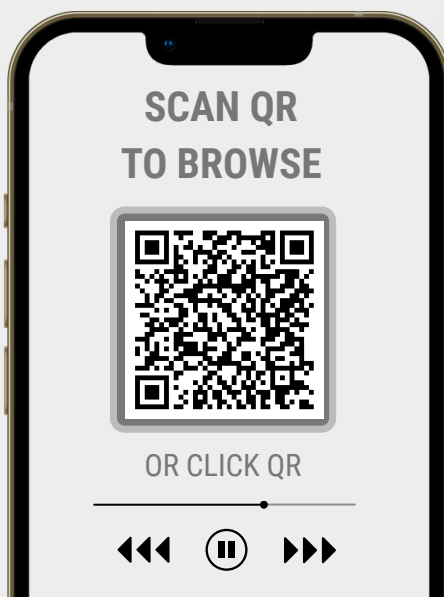
"Okay, I got it."	Smart & Quick Thinker
"Let me help you figure it out."	Expert Problem Solver
"Here's what you gotta do."	Solution oriented
"It has to make sense."	Natural leader
"Let me explain it to you."	Knows everything
"I've got it figured out."	Multitasker
"What I heard you say was...."	Quick on their feet

9 **WHY**s: Make Sense



DR. GARY'S VIDEO NOTE

NOTES



Beyond Your WHY Podcast
Make Sense Episodes





A Brief Better Way Story

BETTER WAY: LETS PUT YOU IN THE BETTER WAY MINDSET

This brief Better Way story is about a man who constantly improves on himself and everything he does.

He constantly looks for ways to be successful, whether it be in business, in a relationship, or something as simple as which route to take to his destination.

He prefers a life where he can constantly innovate, this can often mean starting his own company or creating a new product.

This Better Way will take what you have created and make it even better. They love helping others do better and are always willing to hear where you're at and offer advice to push you to the next level.

TENDENCIES

VISIONARY
RARELY PLEASED
INNOVATOR
LEADER



"We can always do it better."

DON MEYER



9 **WHY**s: Better Way

BETTER WAY: CHARACTERISTICS & CHALLENGES

TO FIND A BETTER WAY AND SHARE IT

CHARACTERISTICS

NOTES

You are the ultimate innovator. You constantly seek better ways to do everything from the most mundane task of brushing your teeth to improving the rocket fuel that powers the space shuttle. You can't stop yourself. You take virtually anything and want to improve it, make it better, and share your improvement with the world. You invent things and take what has already been invented and improve that, too. You constantly ask yourself the questions: "What if we tried this differently? What if we did it this another way?" You contribute to the world with better processes, better systems and operate under the motto "often pleased, never satisfied." You are excellent at associating and taking from one industry or discipline and applying it to another always with the aim of improving something. You generally operate with a high level of energy because after all, that too is a better way.

CHALLENGES

NOTES

The very strength of your WHY also presents 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 some other choice on the menu might be better than the one you are about to make. You never leave well enough alone and can frustrate other team members, especially those who go to great lengths to create systems that work and should not be messed with. You are much happier away from activities and tasks that require a proven methodology established by someone else such as accounting or the practice of intellectual property law that has rules that cannot be improved upon. As far as you're concerned everything can be made better.



9 **WHY**s: Better Way

BETTER WAY: SOLUTION, PERSONAL RELATIONSHIPS, & WORK RELATIONSHIPS

SOLUTION

NOTES

Actually, the solution is both straightforward and effective. Do what you do well and stay away from everything else. You do not belong in operations other than for a brief visit to see if you might contribute an idea (immediately, or maybe later in private to a department manager) to improve something before you step out and allow people to do their jobs. Focus on your strengths and surround yourself with those who will take care of the rest. When you do, you can innovate, tinker, improve and invent to your heart's content--and in so doing, you make the world a "better" place.

PERSONAL RELATIONSHIPS

NOTES

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 excitement, 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

NOTES

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 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



9 **WHY**s: Better Way

BETTER WAY: PARENTAL RELATIONSHIPS, CAREERS & PHRASES

PARENTAL RELATIONSHIPS

NOTES

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 a 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.

CAREER CHOICES

NOTES

Better Way people are wonderful to have on a team if the focus of their company is to make things better. For example, you would be great at working in real estate if the goal is to take a property from running down and failing to be updated and profitable. However, you wouldn't be very good at following proven and consistent accounting practices as a CPA or bookkeeper. You would be great in a think tank or brainstorming session, as innovation comes naturally for you. Careers you might enjoy include Residential Real Estate, Commercial Real Estate, Mortgage Banking, Medicine, Business Owner, Engineer, Speaker, or Author. Pretty much any field in which you get to identify something that isn't performing at its best and then have the freedom to improve it will be a great fit for you!

PHRASES THEY SAY

DESCRIPTIVE PHRASES

"I think we could do it better than that."

Improver & innovator

"It might be better if we did it this way."

Observer & Changer

"How can we innovate this?"

Restless & Indecisive

"There must be a way to do this better."

Makes things better

"What will make this better?"

Shares good ideas

"Is this really the best way?"

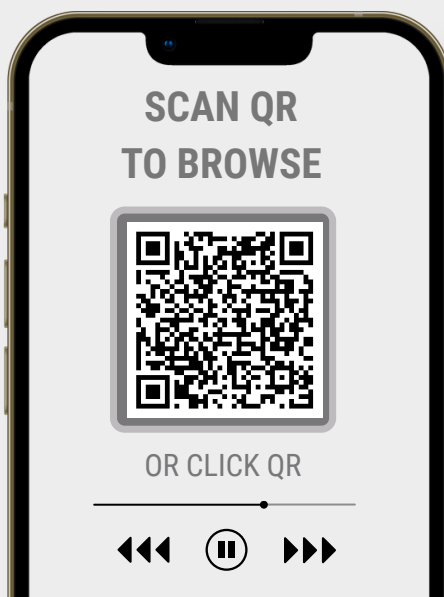
Notices when it is not as good as it could be



9 **WHY**s: Better Way

DR. GARY'S VIDEO NOTE

NOTES



Beyond Your WHY Podcast
Better Way Episodes





A Brief Right Way Story

RIGHT WAY: LETS PUT YOU IN THE RIGHT WAY MINDSET

In this brief Right Way story we talk about a woman who knows what she wants and has little wiggle room for the grey areas of life.

She has always worn the exact right outfit for every occasion and has always known the right way to approach all situations.

She is great to ask for advice in both work and life because there IS a right and a wrong way to go about things.

I remember a time someone tried to go off of the GPS route and take a more scenic route - did not go over well (haha). She likes to know the outcome of the situation and keep it predictable.

TENDENCIES

STRUCTURED

RIGID

ORGANIZED

PREDICTABLE RESULTS



"A very slow movement
on the right way is
better than
overwhelming speed on
the wrong path!"

ISRAELMORE AYIVOR



9 **WHY**s: Right Way

RIGHT WAY: CHARACTERISTICS & CHALLENGES

TO DO THINGS THE RIGHT OR CORRECT WAY.

CHARACTERISTICS	NOTES
<p>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. There is no point in skimping on details or cutting corners. To achieve the success you must follow procedures that have been proven and use systems that have been developed and shown to work overtime and adjust and correct on numerous occasions to produce the right outcome. You know that if you create structures and processes that work, the right results will follow.</p> <p>You believe in clarity and simplicity, operations that run smoothly because they have been tested. You generally show up on time because that's the right thing to do and appreciate it when others respect a set schedule. You embrace order and instill it in your personal life and your business. You recognize that different departments in a business have different needs, yet there is always a "right way" to get things done even if it is not your way and that part of true leadership is to bring that out in others.</p>	
CHALLENGES	NOTES
<p>If unchecked, the tendency with your WHY is to become somewhat rigid and inflexible. The term "my way or the highway" to you also implies "the right way." It's the only proper way to accomplish an objective. Obviously, this can lead to friction with those who see the world through a different WHY, a different filter, and that are far more comfortable in "rolling with the punches."</p>	



9 **WHY**s: Right Way

RIGHT WAY: SOLUTION, PERSONAL RELATIONSHIPS, & WORK RELATIONSHIPS

SOLUTION

NOTES

Much like “contributors” need to select the causes that 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. You will make sure that those items are done right. However, to get along well with others, you must respect the result without the need to be in complete command of the process. People with other WHYS may have a different way to accomplish objectives that from their viewpoint is equally “right”. You are most often the go-to person that others seek out for the creation and implementation of systems, processes, and procedures. When not in that role, it’s important nonetheless to respect and appreciate the processes put forth by others.

PERSONAL RELATIONSHIPS

NOTES

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

NOTES

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.



9 **WHY**s: Right Way

RIGHT WAY: PARENTAL RELATIONSHIPS, CAREERS & PHRASES

PARENTAL RELATIONSHIPS

NOTES

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!

CAREER CHOICES

NOTES

Right Way people are wonderful to have on your team - in fact, many of the best companies we've worked with have at least one Right Way team member. That's because you take ideas and "talk" and make them real by building the structure needed to actually implement them. You know how to create systems and will follow up in order to get results. Every team needs a Right Way person like you in their business. If your WHY is Right Way, think about careers where you can create structure, processes, systems, and results for people - you will love a career that prizes you for doing exactly this! Financial Planner, Lawyer, Dentist, Military Personnel, Manager, Engineer, Statistician, Doctor, and Surveyor are all possible positions you would excel in. There are many more possibilities for a Right Way person; however, you must always be in places where your team and organization value systems-based thinking and a strong focus on getting results.

PHRASES THEY SAY

DESCRIPTIVE PHRASES

"Follow the system."

Strong willed & Direct

"Let's stick to the plan."

Results oriented

"If it works, keep doing it."

Structured & Powerful

"Let's create structure."

Organized

"I love the process."

Sticks to the process

"We've got to make it right."

Quick tempered

"If it's right it's working."

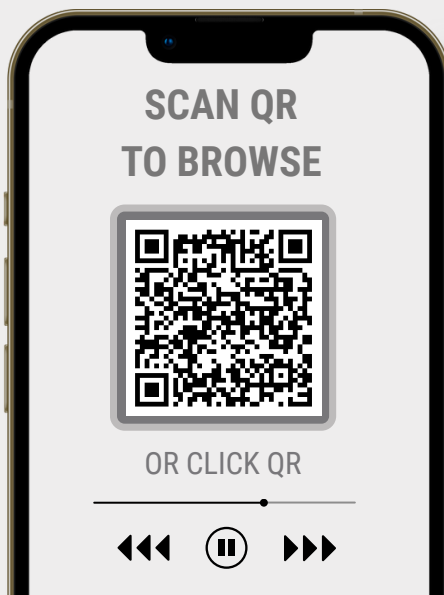
Intimidating



9 **WHY**s: Right Way

DR. GARY'S VIDEO NOTE

NOTES



Beyond Your WHY Podcast
Right Way Episodes





A Brief Challenge Story

CHALLENGE: LETS PUT YOU IN THE CHALLENGE MINDSET

This brief Challenge story is about a man who knows no limits. He is the one at work who says to himself "hmmm wonder what that red button does..."

He is fearless in who he is even though when he was younger he often felt like an outcast, hoping to fit in, even though he was born to stand out and make his own path.

Upon finding out his WHY was Challenge - it all clicked for him. There wasn't anything wrong with him, he was made to be exactly who he is. Now he is a leader of a large corporation where each day he gets to challenge the way things are done and push the limits. He is a great success, even though he still may dress a little differently, but hey, it's just who he is!

TENDENCIES

LIFE OF THE PARTY

OPINIONATED

CURIOUS

SPONTANEOUS



"There are **no rules** here - we're trying to accomplish something."

THOMAS A. EDISON



9 **WHY**s: Challenge

CHALLENGE: CHARACTERISTICS & CHALLENGES

TO THINK DIFFERENT AND CHALLENGE THE STATUS QUO.

CHARACTERISTICS	NOTES
<p>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.</p>	
CHALLENGES	NOTES
<p>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.</p> <p>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.</p>	



9 **WHY**s: Challenge

CHALLENGE: SOLUTION, PERSONAL RELATIONSHIPS, & WORK RELATIONSHIPS

SOLUTION

NOTES

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.

PERSONAL RELATIONSHIPS

NOTES

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

NOTES

Challenging 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!



9 **WHY**s: Challenge

CHALLENGE: PARENTAL RELATIONSHIPS, CAREERS & PHRASES

PARENTAL RELATIONSHIPS

NOTES

Challenge people to make fun of 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.

CAREER CHOICES

NOTES

You would make a great CEO, Business Owner, Entrepreneur, and Solopreneur. You really need to be your own boss (and be in control) so that you can do your business the way you want to. Realistically, Challenge people do not make great employees. You need to be free and able to do things your own way; you do not want to follow the rules. Being put in a place or position where there are a lot of rules won't work for you: for example, military or government jobs. Most important – think differently and dream big. Don't be afraid to build a team around you that can help you accomplish your dreams.

PHRASES THEY SAY

DESCRIPTIVE PHRASES

"Why do we have to do it that way?"

Different & Unique

"Let's do it differently."

Thinks outside the box

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

Does their own thing

"Let's imagine the possibilities."

Life of the party

"How can we make it amazing?"

Eccentric

"How can we make it fun?"

Beats to their drum

"What rules?"

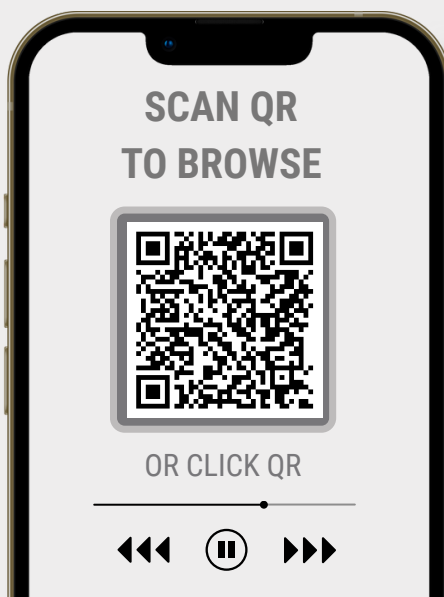
Individualistic



9 **WHY**s: Challenge

DR. GARY'S VIDEO NOTE

NOTES



**Beyond Your WHY Podcast
Challenge Episodes**





A Brief Mastery Story

MASTERY: LETS PUT YOU IN THE MASTERY MINDSET

This brief Mastery story is about a man who got obsessed with rug weaving. An unlikely hobby, but one he became engulfed by.

He first saw someone rug weave while on vacation, amazed he decided to do some digging online. Suddenly 6 hours had gone by and it was the next day. He started reading and rug weaving and creating amazing works of art. Though anytime someone told him of his masterful work, he was certain he still had more to learn.

Those with the WHY of Mastery are never done learning the nuances and they aren't masters of everything, but they choose where they must dive deep.

TENDENCIES

KNOWLEDGABLE

DEEP DIVERS

OBSESSIVE

INTELLIGENT



"Mastery is not a function of genius or talent. It is a function of time and intense focus applied to a particular field of knowledge."

ROBERT GREENE



9 **WHY**s: Mastery

MASTERY: CHARACTERISTICS & CHALLENGES

TO SEEK MASTERY AND DEPTH.

CHARACTERISTICS	NOTES
<p>People with your WHY have an insatiable thirst for knowledge. You seek information over a broad variety of topics and never at a superficial level. You will often pick a specific subject and begin to learn it for the sheer joy and curiosity of knowing something new. You gather and retain substantial knowledge in multiple areas, many of them seemingly unrelated. You are typically viewed as an “expert” in numerous disciplines by others although you, yourself, will insist that you have yet to truly master anything. You find pure enjoyment in the sheer act of immersing yourself in something new. You are fearless when it comes to new subjects or ideas, yet cautious with the expression of your thoughts. Everything deserves to be fully thought out and examined from multiple perspectives. You love to peel back the layers of the onion and go deeper, unearth the nuances and subtle differences in a given subject. Many around you have deep respect for you as a mega-brain.</p>	
CHALLENGES	NOTES
<p>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. The pursuit of perfection may be uncalled for or even counterproductive from a fiscally prudent perspective. You are not particularly suited for mundane tasks and may often get in your own way, looking for innovation or perfection where none is needed. You have to be cautious to keep your over-active brain out of the way of the run-of-the-mill yet necessary chores that must be accomplished. Sometimes good enough really is good enough.</p>	



9 **WHY**s: Mastery

MASTERY: SOLUTION, PERSONAL RELATIONSHIPS, & WORK RELATIONSHIPS

SOLUTION

NOTES

Routine is not your friend. Repetitive tasks, even if highly important do not feed you. While virtually every endeavor has components that must be repeated, your job is to keep those to a minimum for yourself. You will find the most happiness in roles where your intellect is constantly challenged. In interactions with others, it is important to maintain your humility to avoid being perceived as arrogant.

Your high-powered brain is indeed a gift and you will find more joy and fulfillment when you surprise people with it.

PERSONAL RELATIONSHIPS

NOTES

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

NOTES

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 solopreneur 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.



9 **WHY**s: Mastery

MASTERY: PARENTAL RELATIONSHIPS, CAREERS & PHRASES

PARENTAL RELATIONSHIPS

NOTES

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!

CAREER CHOICES

NOTES

Mastery is a very rare WHY. You would do best as a CEO or entrepreneur: you set the rules and they fit you! You would also do well as a Speaker, Author, Hedge Fund Manager, Athlete, Coach, Doctor, Government Worker, Engineer, Professor, Researcher, Grant Writer, and Teacher. Career choices where depth and detail are important tend to work well for you, whereas careers in which fast action and quick decisions are necessary are not a good fit for you. If you have someone you trust, like a coach or mentor, who can help you move forward while creating reasonable time frames to complete tasks, the sky is your limit.

PHRASES THEY SAY

DESCRIPTIVE PHRASES

"Let's explore it in greater detail."

Expert, Master, Smart

"Let me do some research."

Takes time- detail oriented

"Can I ask some questions?"

Very complete & complex

"Where can I find more?"

Good at explanations

"Make sure no stone goes unturned."

Asks great questions

Deep thinker



9 **WHY**s: Mastery

DR. GARY'S VIDEO NOTE

NOTES



Beyond Your WHY Podcast
Mastery Episodes





A Brief Clarify Story

CLARIFY: LETS PUT YOU IN THE CLARIFY MINDSET

This brief Clarify story is about a woman who remains curious. To other's it may seem she is relentless with her questions but she wants to make sure everyone is on the same page before she can move forward.

She wants to be completely clear and make sure they you fully understand what she means before taking a step forward. She once created a full spreadsheet and document just to be sure everyone was on the same page, unfortunately not everyone's mind worked the same way as hers.

She loves to help others get clear so that they can move forward and that, in itself, is her own contribution to the world.

TENDENCIES

SLOW MOVING
QUESTIONER
STUCK WHEN
UNCLEAR
COMMUNICATOR



"It is wiser to **find out** than to *suppose*."

MARK TWAIN



9 **WHY**s: Clarify

CLARIFY: CHARACTERISTICS & CHALLENGES

TO CREATE CLARITY OR MAKE CRYSTAL CLEAR.

CHARACTERISTICS	NOTES
<p>People with your WHY are masters 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 and you generally employ numerous methods to express a given point. You will use analogies and metaphors to share your views in interesting and unique manners. Individuals that share your WHY often suffered in a dysfunctional communication environment during their upbringing and now seek to make up for that with extraordinary clarity, both spoken and written. You feel successful when you know with confidence that your message has been fully understood and received and have a tremendous command over language--generally superior to most others.</p>	
CHALLENGES	NOTES
<p>Your need to be clearly understood borders on the fanatical. While that can be a good thing with respect to your ability to express yourself, if not kept in check it will come across as overbearing. You may find yourself explaining something to someone for a second or even a third time despite the fact that they express to you that they hear you and understand your communication. It is a surefire way to be excluded from the guest list at dinner parties and social gatherings.</p>	



9 **WHY**s: Clarify

CLARIFY: SOLUTION, PERSONAL RELATIONSHIPS, & WORK RELATIONSHIPS

SOLUTION

NOTES

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. Move on to another subject that you will express with equal eloquence. In so doing you will both live your WHY and enjoy the spotlight as the “life of the party.”

PERSONAL RELATIONSHIPS

NOTES

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 know 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

NOTES

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!



9 **WHY**s: Clarify

CLARIFY: PARENTAL RELATIONSHIPS, CAREERS & PHRASES

PARENTAL RELATIONSHIPS

NOTES

As a parent, your communication with your child is clear and understandable. You are great at asking your children 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!

CAREER CHOICES

NOTES

Clarify people make great leaders and team members, and ideal positions can include Coach, Consultant, Advisor, Estate Planner, Lawyer, Dentist, Engineer, Professor, Author, and Speaker. You will do well in situations where you can help people who are confused or overwhelmed get clear and move forward faster.

PHRASES THEY SAY

DESCRIPTIVE PHRASES

"What did you say?"

Asks lots of questions

"What did you mean?"

Needs a lot of Information

"May I ask a question?"

Wants things Clear

"We're not on the same page."

Always Raising their Hand

"I think we need to restate that."

Detailed & Positive

"I'm not sure what you said."

Needs to be Clear

"I'm not clear."

Needs to be Understood

"I can't make a decision."

Hard Time Making Decisions

"Let me clarify that."

Likes to Revisit Topics

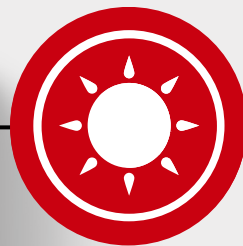
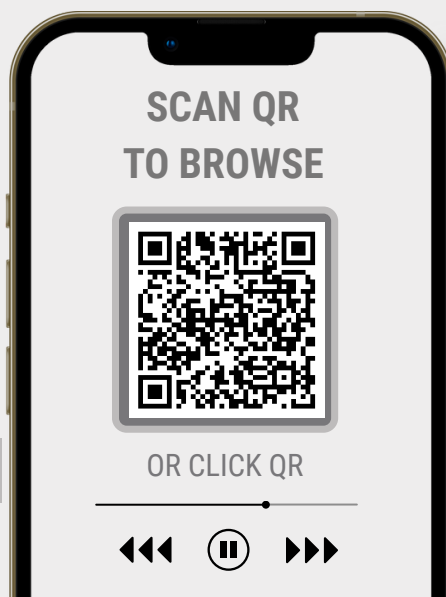
"This is what I'm hearing."



9 **WHY**s: Clarify

DR. GARY'S VIDEO NOTE

NOTES



Beyond Your WHY Podcast
Clarify Episodes





A Brief Simplify Story

SIMPLIFY: LETS PUT YOU IN THE SIMPLIFY MINDSET

This brief Simplify story is about a man who exemplifies simplicity in all aspects of his life. whether it be how he answers questions - "yes" , "no".

But the way he has the uncanny ability to simplify the chaos in other peoples lives is a game changer. This Simplify man once went through his family's entire house and de-cluttered, organized his parents closets to their most simplest form and left them with the necessities. At first the family was a bit shocked by the downsize but then they saw this was his superpower and allowed for them to minimize.

Simplification is necessary and these individuals have that school in work, relationships, and life.

TENDENCIES

SHORT RESPONSES

SIMPLE ATTIRE

ANTI-CHAOS



"The ability to simplify means to eliminate the **unnecessary** so that the **necessary** may speak."

HANS HOFMAN



9 **WHY**s: Simplify

SIMPLIFY: CHARACTERISTICS & CHALLENGES

TO MAKE SIMPLE OR EASILY UNDERSTOOD.

CHARACTERISTICS	NOTES
<p>If this is your WHY, then you are one of the fabulous people that make everyone else's life better. You have the unique gift of reducing the number of steps required for almost any task. If most of us believe that a procedure requires eight sequential actions, we see how to do it in six. You constantly look for ways of simplifying—from recipes to business systems to how you organize your garage. You feel successful when you eliminate complexity and remove unnecessary elements in a process. You streamline things for the benefit of all and break things down into their simplest form. You operate from a perspective that the world is a better place when kept simple and as a result, constantly find ways to help the rest of us improve efficiencies, save time and reduce aggravation.</p>	

CHALLENGES	NOTES
<p>The biggest challenge that you face given your WHY is to embrace 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 complexity that are unneeded and contributes nothing from your perspective. You have a hard time with mess and disorganization. In extreme cases, you tend to isolate yourself and may be perceived as a loner.</p>	



9 **WHY**s: Simplify

SIMPLIFY: SOLUTION, PERSONAL RELATIONSHIPS, & WORK RELATIONSHIPS

SOLUTION

NOTES

There is no easy answer to the dilemma facing those who share your WHY. Human beings are messy by nature and not prone to seeking simple solutions at every turn like you do. Acceptance and celebration are your friends—acceptance of the fact that others cannot do what you do nor do they see what you see and celebration for the contribution that you make to everyone around you. While the words to the well-known song that parrot “don’t worry, be happy” might be a bit of a stretch, you get the idea. And yes, in some ways, that too, is simple.

PERSONAL RELATIONSHIPS

NOTES

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

NOTES

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!



9 **WHY**s: Simplify

SIMPLIFY: PARENTAL RELATIONSHIPS, CAREERS & PHRASES

PARENTAL RELATIONSHIPS

NOTES

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 fewer 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!

CAREER CHOICES

NOTES

You would do well as an Engineer, Doctor, Dentist, Accountant, Leadership Trainer, and anywhere simplification is valued. You would also be great in marketing and advertising, as you could help people simplify their messages or brands. In addition, you would do well in management, as you can summarize problems or solutions in a way that everyone can understand. Career choices for people with the WHY of Simplify are endless; you can do very well in many business settings. Almost every business wants things simpler and easier, which makes you a great fit!

PHRASES THEY SAY

DESCRIPTIVE PHRASES

“Don’t tell me all that. Tell me the most important point.”

Direct and to the point

“What are you really trying to say?”

Just the basics- Minimalist

“Just narrow it down.”

Quiet until asked a question

“Focus. Let’s focus.”

Nothing but what is needed

“There’s too much stuff.”

Doesn’t like fluff

“What are the facts?”

Bothered by excess

“Keep it simple.”

Nothing fancy

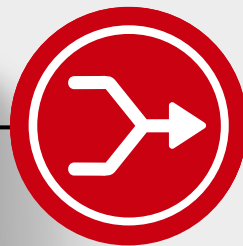
Less is more



9 **WHY**s: Simplify

DR. GARY'S VIDEO NOTE

NOTES



Beyond Your WHY Podcast
Simplify Episodes



WHY.os Discovery

3 BIG STRATEGIES

1. Your **WHY** is the first step.

2. You have to apply your **WHY** in the correct sequence.

3. Your message matters.

NOTES:

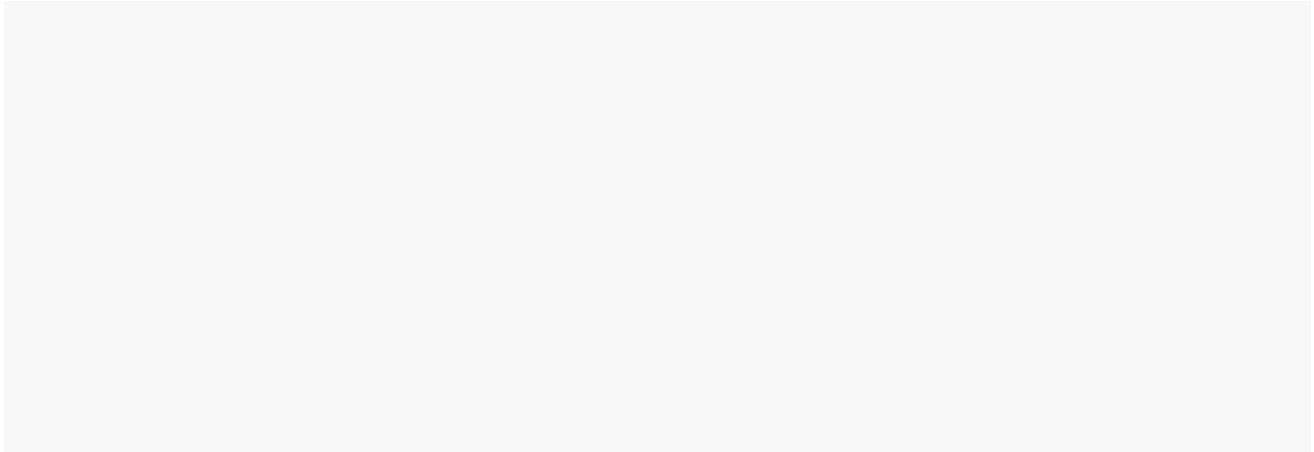
REMINDER

WHY.os stands for
WHY Operating
System

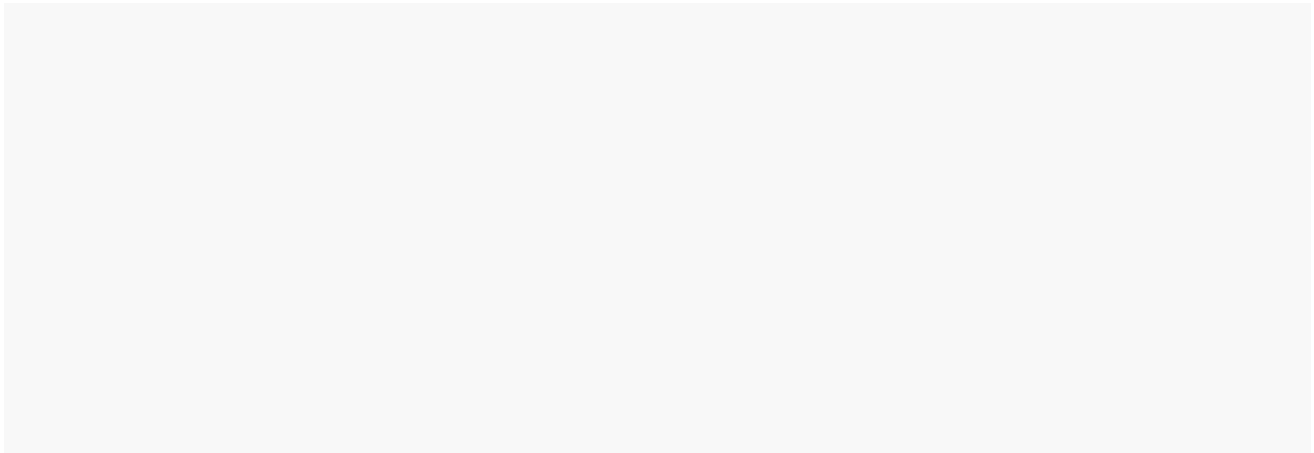
WHY.os History

WHY.OS

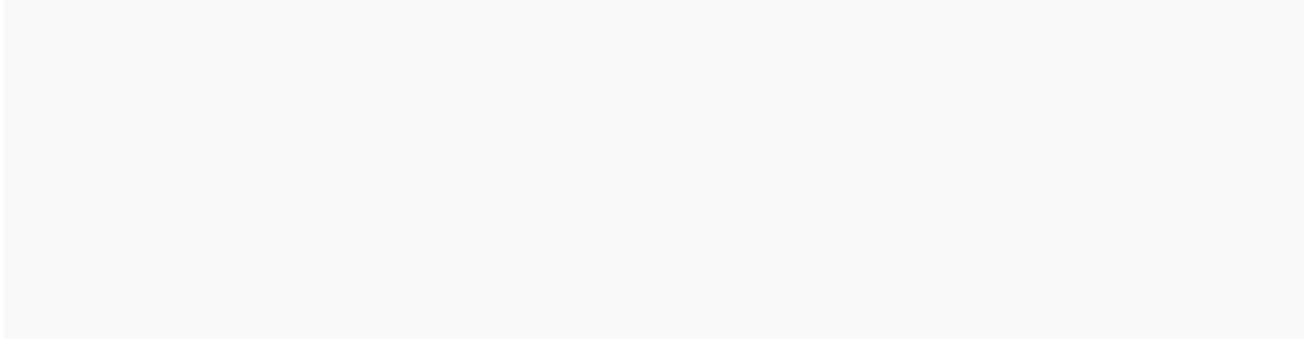
Past:

A large, empty light gray rectangular box intended for notes or content related to the 'Past' section.

Present:

A large, empty light gray rectangular box intended for notes or content related to the 'Present' section.

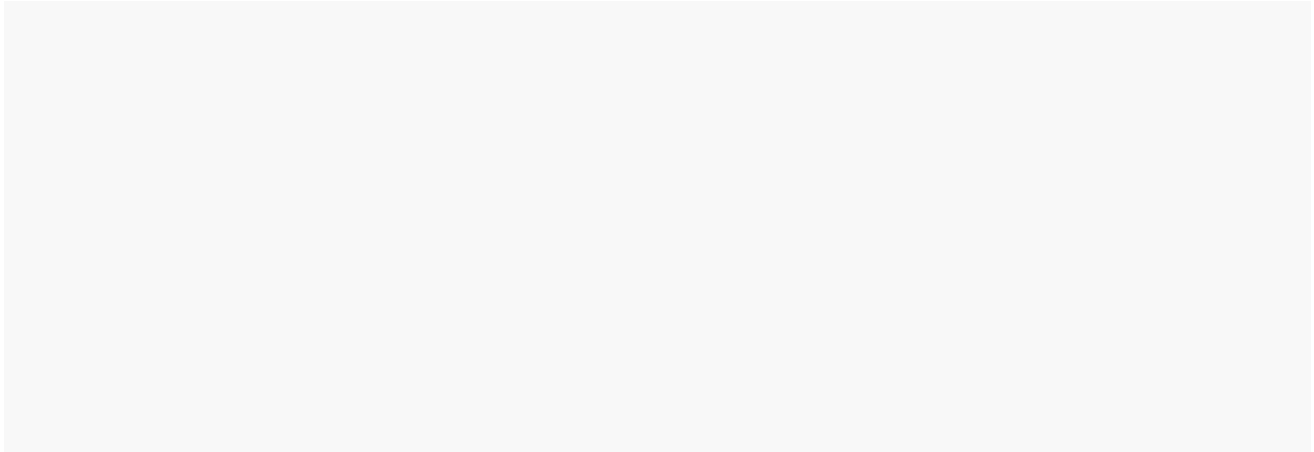
NOTES:

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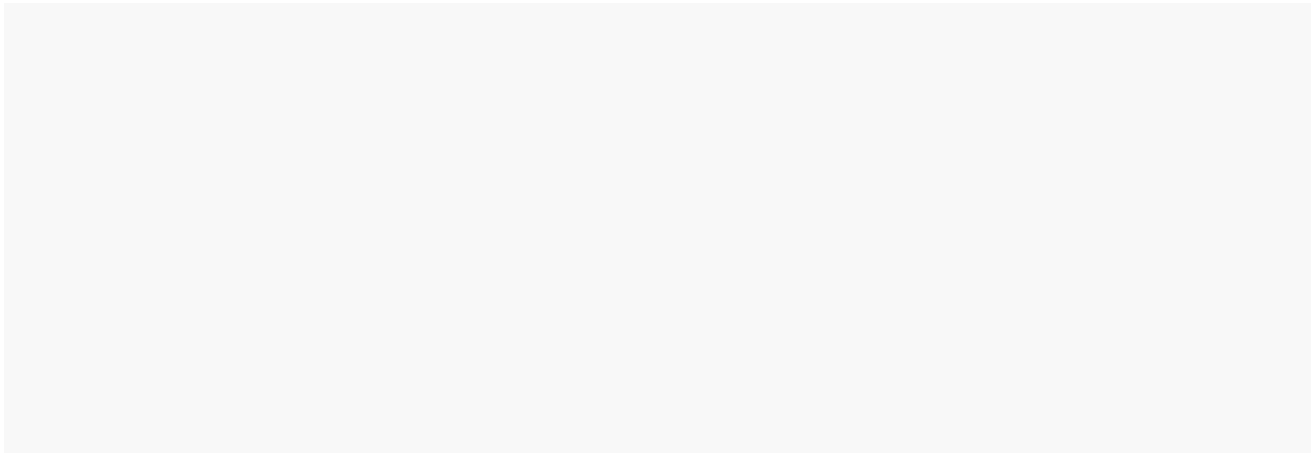
How to Articulate Your **WHY**.os

WHY.OS

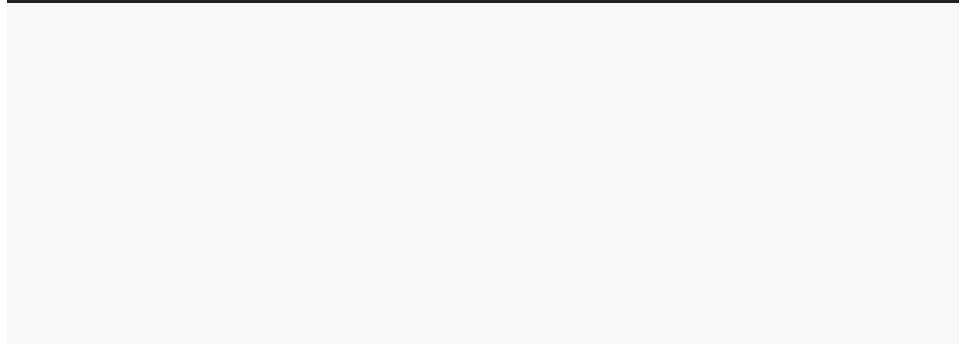
Why is the **WHY**.os important?

A large, empty rectangular box with a light gray background, intended for writing a response to the question "Why is the WHY.os important?".

Why is it important to have them say their **WHY**.os outloud?

A large, empty rectangular box with a light gray background, intended for writing a response to the question "Why is it important to have them say their WHY.os outloud?".

NOTES:

A large, empty rectangular box with a light gray background, intended for taking notes during the activity.

Say your own
WHY.os out loud

Full **WHY**.os Results

WHY.OS

What is a full **WHY**.os?

Benefits of the full **WHY**.os?

What is the Platinum Rule vs Golden Rule?

NOTES:

How is a **WHY** Different as a **HOW** and as a **WHAT**?

WHY.OS

How is it different as a **HOW**?

How is it different as a **WHAT**?

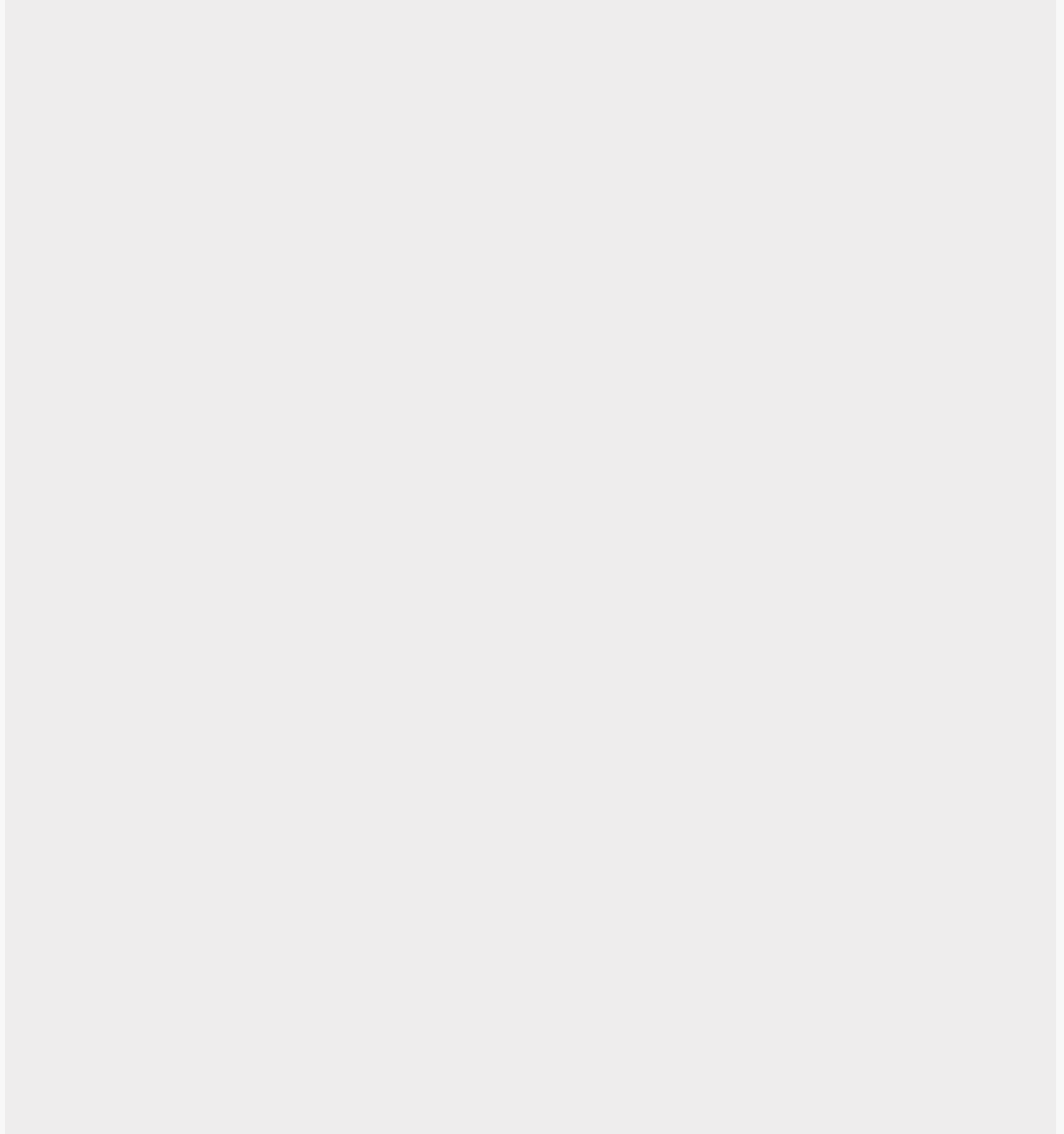
Testing out your own **WHY.os** as a **WHY**, **HOW**, and **WHAT**:

NOTES:

Sequence Matters

DR. GARY'S VIDEO NOTE

NOTES

A large, empty rectangular area with a light gray background, intended for taking notes.

Simple Yet Powerful Ways to Use the **WHY**.os

WHY.OS

Decision Making Process

Language They Speak

Platinum vs Golden Rule

NOTES:

How will you use your **WHY**.os?

Vision/Purpose/Goal/Strategy

WHY.OS



VISION



PURPOSE



GOAL



STRATEGY

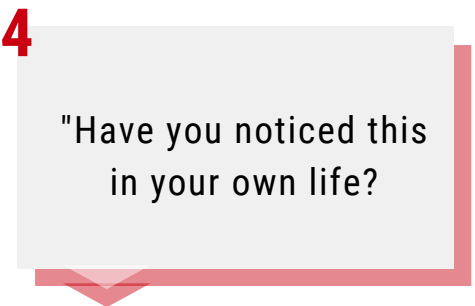
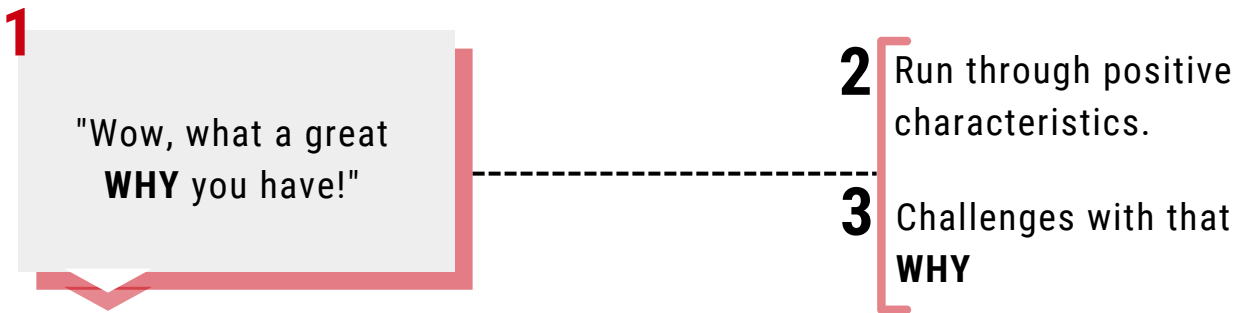
NOTES:

"Vision without action is merely a dream. Action without vision just passes the time. **Vision with action can change the world.**"

-Joel A. Barker

WHY.os Prospecting Formula

PROSPECTING FORMULA



NOTES:

Practice with
someone

Communicating **WHY** to **WHY**

COMMUNICATION



Knowing the **WHY**s of the people around you will help you make sure that you are able to structure your communication in a way that connects **WHY** to **WHY**.

You will become a better communicator with others because they will feel as if you understand them through their **WHY**. Knowing others' **WHY** will help you communicate more effectively using their **WHY** language.

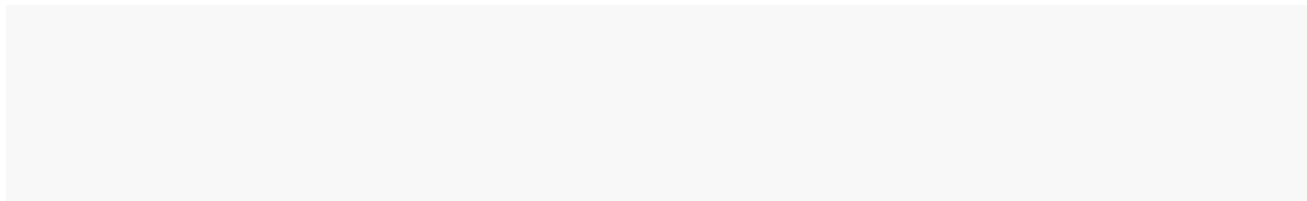
How have you learned to communicate **WHY** to **WHY**?

Drop a comment below the video




Coaching With The **WHY**

PROSPECTS & CLIENTS

Coaching with Prospects:



You meet potential clients, think about what that costs you:

-  _____
-  _____
-  _____

What if you started with knowing their **WHY**?

Drop a comment below the video and read your fellow WHY.os Certified Professionals posts.

WHY.os and Other Assessments

USING THE WHY/WHY.OS DISCOVERIES

Jerry Lujan's work with peak performers in the past has led him to a shifted perspective of the impact that discovering your **WHY** and **WHY.os** has.

The **WHY** Discovery is the

.

Sequence Matters.
First, you have to take your clients through the **WHY.os** and then you can use the other tools/assessments.

Notes

Think it. Write it. Say it. Send it. Post it.

STEPS TO SUCCESS

1

it.

2

it.

3

it.

4

it.

5

it.

"The thought process can never be complete without articulation."

-Stephen King

Notes

Selling the **WHY**

MONETIZING THE WHY

MINDSET:

1. You give the **WHY** Discovery for FREE, why?

2. You send them the **WHY** Discovery and you allocate your price to take the WHY Discovery.

3. Charging for the **WHY** Discovery and their time going through their results.

HOW DO YOU SEE YOURSELF USING THE WHY DISCOVERY IN YOUR BUSINESS?



Implementing the **WHY** Discovery

SELLING THE WHY

Prospects:

Connection Tool:

Communication Tool:

Current Clients:

"The best big idea is only going to be as good as its implementation."

-Jay Samit

Your Coaching Dashboard

USER EXPERIENCE

Please kindly review the video that correlate with the Dashboard.

The video will include...

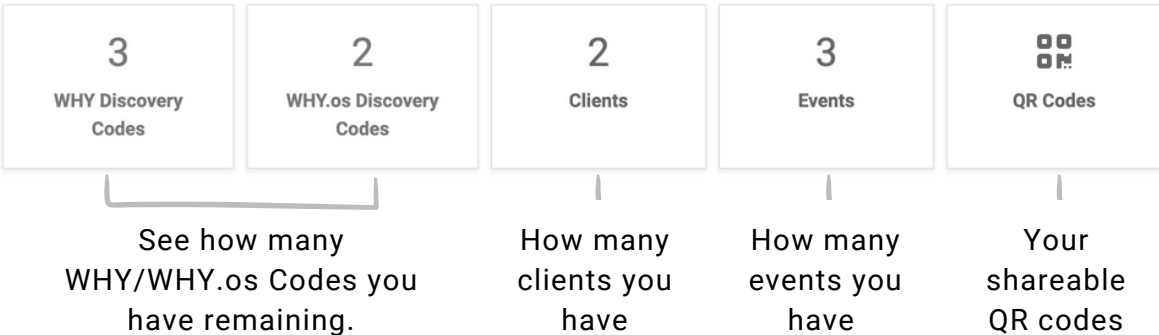
- Navigating Your Dashboard
- Sending **WHY/WHY.os** Discoveries
- Using a QR code
- Setting Up (Multiple) Events
- **WHY.os** Certified Professionals resources
- More

Please feel free to reach out to **coachsupport@whyinstitute.com** with any questions you have in regards to the functionality of the dashboard.

NOTES

The Dashboard

THE HOME SCREEN



Send A Discovery

Invitation For

Select a Discovery

First Name

Enter First Name

Last Name

Enter Last Name

Email address

Enter email

Display Result

Default Result Pages

☒ Add a custom message

Optional

+ Send Invitation

QR Invite By QR

Bulk Invitation

- Select if you are sending a WHY or WHY.os Discovery
- Enter your client's First Name, Last Name, and Email
- Choose your Result Display Method
- Add an optional custom message
- Send

Result Display Method Explanation

- Default:** Default results to your clients with upsells
- No Upsells:** Default results pages without upsells to next steps
- Contact Coach:** No results pages will be shown. They must contact you to get their results.

The Dashboard

THE HOME SCREEN

Purchase Invitations

Select Code Type

WHY Discovery Codes

WHY.os Discovery Codes

Select purchase quantity

--Choose Qty--

Add to cart

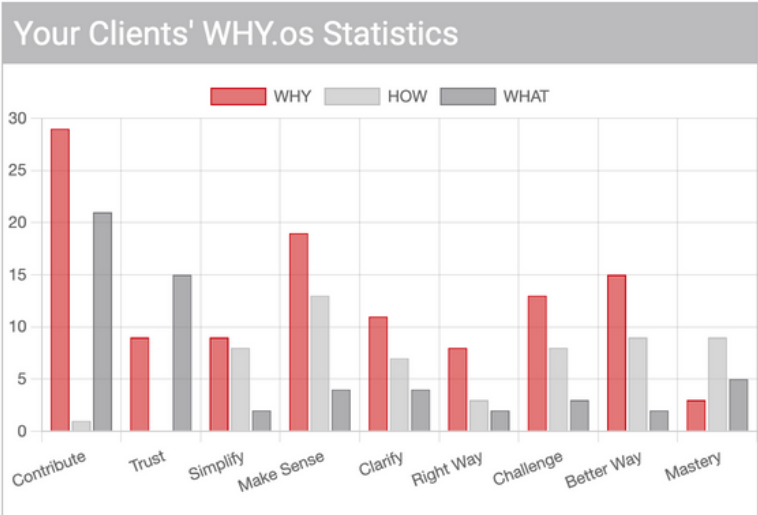


Purchase WHY or WHY.os Discovery Codes



Choose the amount of codes you'd like to purchase
Note: Purchasing in bulk results in more discounts

See Your Client's WHY.os Breakdown



The Dashboard

THE HOME SCREEN

Most Recent Discoveries

Reset Filters
All Clients
Send Result

See your most recent discoveries at a glance

Pending Discovery Invitations

Reset Filters
Revoke Invitation
Send Reminder

<input type="checkbox"/>	First Name	Last Name	Email
<input type="checkbox"/>	Bella	Sanchez	whyisabella123@gmail.com
<input type="checkbox"/>	Test	custommessage	test.custommessage@whyinstitute....

See pending discoveries
Note: Pending means they have not yet accepted the discovery

Pending Discovery Invitations

Reset Filters
Revoke Invitation
Send Reminder

<input type="checkbox"/>	First Name	Last Name	Email
<input checked="" type="checkbox"/>	Bella	Sanchez	whyisabella123@gmail.com

Easily revoke discoveries

Redeemed Discovery Invitations

Reset Filters
Send Reminder

<input type="checkbox"/>	Invitation Date	First Na... ↓	Last Name
--------------------------	-----------------	---------------	-----------

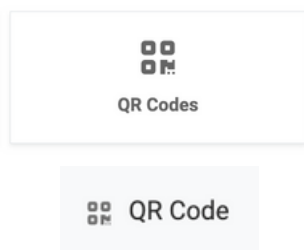
See Redeemed discoveries
Note: Redeemed means they have accepted it but not submitted their profile or started the discovery

The Dashboard

TOUR

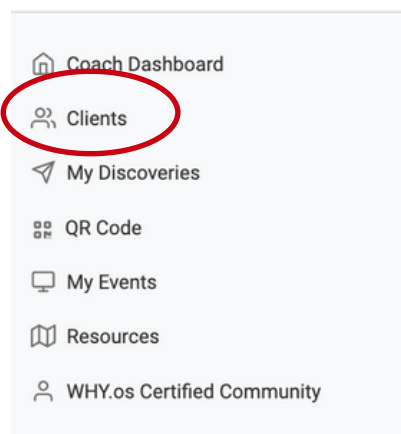


To see your shareable QR codes click here



You can also find your shareable QR codes on your dashboard with either of these buttons

Click Clients to see all your Clients



Clients

<input type="checkbox"/>	First Name	Last Name	WHY	HOW	WHAT	Profile
<input type="checkbox"/>	Sarah	Donald	Contribute	Right Way	Clarify	Details
<input type="checkbox"/>	Rafiq	Dar	Challenge	Make Sense	Trust	Details
<input type="checkbox"/>	Test	Certification				Details
<input type="checkbox"/>	Rafiq	Dar	Clarify			Details
<input type="checkbox"/>	Gary	Sanchez	Better Way			Details
<input type="checkbox"/>	Michael	Stabile	Contribute	Mastery	Better Way	Details
<input type="checkbox"/>	Christopher	Tidwell	Better Way	Make Sense	Contribute	Details
<input type="checkbox"/>	Seth	Grubbs	Trust	Simplify	Better Way	Details
<input type="checkbox"/>	Brett	Martin	Make Sense	Right Way	Trust	Details
<input type="checkbox"/>	Josh	Boga	Clarify	Right Way	Make Sense	Details
<input type="checkbox"/>	Gary	Tichenor	Contribute	Simplify	Trust	Details
<input type="checkbox"/>	Chris	Coleman	Better Way	Simplify	Contribute	Details
<input type="checkbox"/>	Kevin	Ostrander	Make Sense	Mastery	Contribute	Details

The Dashboard

EVENTS

Coach Dashboard

Clients

My Discoveries

QR Code

My Events

Resources

WHY.os Certified Community

Click Add New Event to Create a New Event

Events

Add New Event

<input type="checkbox"/>	Title	Date	Organization	Venue	WHY Disco...	Active
<input type="checkbox"/>	Event 1	2023-04-27		Testing	whyos	Active
<input type="checkbox"/>	Event 2	2023-04-26		Testing	why	Active
<input type="checkbox"/>	Event 3	2023-04-28		Denver	whyos	No

Is Active
☐

Event Title

Event Date

Event Venue

Discovery


















Result Display Method

Save Changes

Enter all of the event information, what discovery, the display method, and click 'Save Changes'

The Dashboard

SIDE NAVIGATION

	
 Kelly Passmore (Trust)	
 Coach Dashboard	— Home Dashboard to send discoveries
 Clients	— See all of your clients and client profiles
 My Discoveries	— See your discoveries
 QR Code	— Your shareable QR Codes
 My Events	— Your Events
 Resources	— Navigate to your coach resources
 WHY.os Certified Community	— Your WHY Society Community
MY DISCOVERY	
 My WHY.os Dashboard	— Your WHY.os Results
 My Courses	— Certification, Continued Education, Certificate
 Discover More	— Codes
 Checkout	— Checkout Cart
 Order History	— Previous Purchases
ACCOUNT	
 Settings	— Reset Your Password
 Profile 90% complete	— Profile Settings/Information
 Logout	— Logout

The Dashboard

TIPS AND TRICKS

SITUATION

SOLUTION

You have sent a client a WHY Discovery, upon discovering it, later you would like to discover their HOW and WHAT, what do you do?

We have set up the dashboard to refund you a WHY Discovery back into your account if you send a client a WHY.os after a WHY. Send the client a WHY.os to the **same email** and you will receive the initial WHY you sent back in return. No action is needed from you here.

You sent a discovery to the wrong email address.

Hopefully the email you sent it to doesn't actually exist or a stranger may redeem it. If you catch it quick enough, scroll down on the home page and click "Revoke" next to the invitation.

Can't find your client after they have redeemed the code.

This is common if a client starts the assessment but doesn't finish it. You will need to prompt them to login and complete the assessment. Login to whyinstitute.com/client-login/ and enter their email and password, click Account, Discoveries, and complete assessment.

Recertification

ANNUAL RECERTIFICATION

Our goal for you is to review annual material that has been improved on where we go over new products, processes, and courses (we are a Better Way company after all - always improving).

Every year you will need to:

- Take Continuing Education Credits and/or attend the Annual **WHY**.os Event.
- Please review the [Recertification Policy PDF](#)
- Pay the Annual Recertification fee*

*Fee Subject to Change

Please feel free to reach out to
coachsupport@whyinstitute.com with any questions you
have in regards to recertification.

NOTES

Congratulations!

YOU ARE WHY.OS CERTIFIED

Welcome to **WHY** society! Now you have all the resources necessary to go out and change your clients' lives by helping them discover their **WHY** and **WHY.os**. We cannot wait to see all that you do with this program and how you begin to change the world. You are always welcome to reach out to your fellow **WHY.os** Certified Professionals as well as the **WHY** Institute Team if you have any questions or exciting success stories.

FREE WHY and WHY.os Discoveries are now in your dashboard.

Use them with your friends and family to get acquainted with the process. You have 2 weeks to use them!

They are meant for you to gain experience with the system and feel comfortable with how to use the dashboard and talking about the results. Pick some easy clients or friends for your first ones and then go for it!

Please feel free to reach out to **coachsupport@whyinstitute.com** with any questions you have or fun stories you would like to share.

Congratulations again - we look forward to watching your journey as a **WHY.os** Certified Professional!

Tap in to Your Community

WE CAN'T WAIT TO HAVE YOU!



Step 1: Join **WHY** Society LinkedIn Group

Click the icon to the right or go to the url
below to join

community.whyinstitute.com

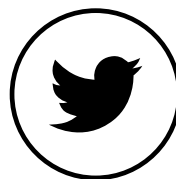
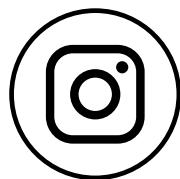


Step 2: Introduce yourself to the group - write a quick post.

Step 3: Follow 3 other WHY.os Certified Professionals from the group.


Step 4: Follow us for free and fun re-usable content*

@whyinstitute



*Just be sure to
tag and quote us
when
appropriate

click each icon to follow if viewing online



Take this Quick Survey
Click HERE or type in the url

tinyurl.com/zf9xkcpp

Thank you for being part of the
mission to 1 billion!
We couldn't do this without you.

Extra Resources

Certification Checklist



MAKE SURE YOU'RE READY



FINISH CERTIFICATION COURSEWORK

Complete all videos, quizzes, and workbook work.



JOIN WHY SOCIETY COMMUNITY & RESOURCES

Click this link to join the community: <https://community.whyinstitute.com/>



COMPLETE POST CERTIFICATION SURVEY

We are a Better Way company, so we need your help to make vital improvements to the course. Please submit your feedback using this link: <https://tinyurl.com/zf9xkcpp>



PRACTICE WITH WHY/WHY.OS DISCOVERIES

Use your free WHY and WHY.os Discoveries on family or friends - make mistakes and just go for it!



PURCHASE WHY/WHY.OS DISCOVERIES & CHANGE THE WORLD

You got this and we are here to help!

Email coachsupport@whyinstitute.com with any questions.

SPEAKING THE **WHY** LANGUAGE

NOW THAT YOU'RE ONE OF US -
IT'S TIME WE LET YOU IN ON OUR
"ECRET-SAY ANGUAGE-LAY"
SECRET LANGUAGE

Better Way (n): An individual with the WHY of Better Way who compulsively innovates, has ideas on how to make something better and cannot stop doing so (no matter how much you beg).

Better Waying (v): The act of taking what you gave them and making it better.

Challenge (n): An individual with the WHY of Challenge who, similar to Better Way will alter what is currently in front of them, but usually for the desire for newness or difference.

Challenge (v): The act of being a "Challenge". When an individual is altering for the sake of altering.

Clarifying (v): The act of asking questions continually until they are clear.

Clarify (n): An individual with the WHY of Clarify who will use metaphors and stories to make sure you understand and they are understood. They will also ask a lot of clarifying questions.

Contribute (n): An individual with the WHY of Contribute who whilst being a Contribute may say "yes" to too much and may back down to the other WHYS and help "too much".

Contributing (v): The act or never ending desire to help no matter what.

HOW (n): This is how you bring your WHY to life. It is often more easily recognizable by others than your WHY or WHAT because it is an outward expression of how you take action.

Make Sense (n): An individual with the WHY of Make Sense who can figure out how to do almost anything at a very quick pace.

Make Sense (v): The act of making sense of something much before everyone that when you explain it you leave out most of the instructions causing confusion to others.

Mastery (n): An individual with the WHY of Mastery who can dive deep and become obsessed or deeply interested in specific topics.

Mastery (v): The act of becoming engulfed with a specific hobby, task, or subject.

Right Way (n): An individual with the WHY of Right Way who can at times seem rigid but prefers things to be done a certain way.

Right Way (v): The act of doing something correctly, systematized, and particular.


Simplify (n): An individual with the WHY of Simplify who likes to keep things minimalistic and bare boned.

Simplifying (v): The act of responding with minimal words or acting in a simplistic way.

Trust (n): An individual with the WHY of Trust who can't help but make relationships and hold onto them or alter perspective based on them.

Trust (v): The act of behaving in a way that either has you running towards or away from something/someone.

WHAT (n): WHAT you ultimately bring to the world.

 **(n):** WHY you do everything that you do. It's what you're compulsive about and what motivates you.

WHY.os (n): Your WHY operating system.
Your WHY, HOW, and WHAT.

WHYism (n): A quirk of that WHY used in a normal situation.

WHYnipulation (v): When you know the weaknesses of someone's WHY and you use it to get them to do something.

WHY to WHY: Communicating and understanding one another on a deep level and talking in WHY language.

WHY Nation: Anyone who has ever taken their WHY or WHY.os.

WHY Society: Welcome, this is you! All WHY.os Certified Professionals are part of the WHY Society.

Your HOW is showing: Exhibiting your HOW in an amplified way so much so that it seems to outshine your WHY.

Your WHAT is showing: Exhibiting your WHAT in an amplified way so much so that it seems to outshine your WHY.

Your 9 is showing: Showing your 9th (last) WHY, or lack there of in an obvious way.

Do's and **Don'ts** of WHY Institute Branding

Do:

Use the logo wherever you want - you're one of us now.



Turn to your coach resources to use any presentation templates and more with your clients or larger group workshops.

Don't:

Alter the colors, text, or branding.
We are the red #C90110 **WHY** logo.

Take testimonials or copy from the website.



They've Just Discovered Their **WHY**:

Ask them: How does your **WHY** feel to you?

If their **WHY** is **Contribute** – Talk About:

- Making a bigger difference
- Having a bigger impact
- Contributing to a greater cause

If their **WHY** is **Trust** – Talk About:

- Building trust
- Being the trusted source
- Creating long lasting and trusting relationships

If their **WHY** is **Make Sense** – Talk About:

- Why it makes sense to work with you
- Helping solve problems faster

If their **WHY** is **Better Way** – Talk About:

- Making things better
- Innovation and improvement
- How what you do is a better way



Worksheet

If their **WHY** is **Right Way** – Talk About:

- Creating structure
- Delivering reliable results
- Creating systems

If their **WHY** is **Challenge** – Talk About:

- Challenging the status quo
- Standing out from the competition
- Thinking differently

If their **WHY** is **Mastery** – Talk About:

- Becoming experts in their field
- The nuances of their business
- Going deeper

If their **WHY** is **Clarify** – Talk About:

- How your coaching/program is going to help them create a clear path forward

If their **WHY** is **Simplify** – Talk About:

- The value of simple solutions
- How your coaching/program is going to help them simplify their clients' issues