

Day 2: Why is What You Desire So Important?

Congratulations on completing day 1 of our, *“How to Make 2018 Your Best Year Yet!”* The next question and the second part of your goal achievement process is discovering your “Why” to the first part of your “What” do you want. This “why” is sometimes referred to a “goal to your goal” and needs to be pulled out from within you so you’re very clear to your inner motivation.

But before we go there, let’s check in with you on your first part of the process, “what do you desire?” If you follow the flow of this class of learning within a chunking down process, then doing your homework, then continuing on to the next chunked down class. You’ll have your 2018 Chief Aim Goal completed by the end of these five classes.

If this is the first time that you’ve attempted any type of goal setting process such as this, you may have had some challenges as:

1. You may have been stuck in the “How’ while doing your goal instead of the “what”.
2. You may have been stuck referring to your new goal as a future accomplishment instead of referring to it as if it has been completed successfully.
3. You may have been really confident in knowing what you don’t want, but have an issue expressing what you truly desire.

Let me address each one of these important points:

1. If you set your goal with a focus on the **“how”** you going to accomplish this, you will be limiting your potential. The idea of challenging yourself with a bigger goal is to desire more out of yourself and your business or career. When you include “how” to accomplish a goal within your goal, you don’t allow for any surprising growth.
For example, let’s set a simple goal. Say you want to create an additional \$10K in in revenue within the next two weeks. If you say that the revenue will come from sales of a new product line only and that you focus your energies on that direction, you may miss the revenue coming from a unexpected place like a reorder from an old customer or a customer who wants to pick your brain and hires you as a consultant showing them how to make more use of your new product line.

This was a simple illustration, but you can see that when stating your goal, that you need to focus only on the “what” and leave the how for later.

2. You must write and refer to your goal in the present tense as if it has been accomplished. I know, I know, it doesn't seem to make sense. You haven't accomplished this goal so it's natural to refer to it in future tense.
If you refer to your goal in the future tense, it's like putting a carrot on a stick, teasing the donkey and will always keep the donkey going toward the carrot but will never have the satisfaction of eating and enjoying their juicy, sweet root vegetable.
Remember, you are communication with the “genie” and when your wish is the genie's command, everything happens in an instant. There is no future, it's all about the now. So even if you still have some confusion over the use of present tense, just for now do it and know that it's part of the process.

3. When you are clear to what you want, everything moves smoothly toward that objective. If you are not clear, you're in for a confusing time. When you use the word “not” in addressing what you desire, you are communicating the exact opposite of what you want.
An example would be, if you desire a new car and you declared that you want a new luxury car, but not a BMW. Where do you see your focus going when you make that statement? What do you visualize when saying that goal? You got it, you're focusing all of your intension on wanting a BMW. The exact opposite of what you really desire. Your unconscious or “genie” doesn't understand the word “not”. So by using it, you've just canceled out exactly what you wanted.

So if any of those issues have concerned you. You can now make those appropriate adjustments to your goal or chief aim. Also, if you made a money as a part of your goal, what ever it may be, double it! Yes I said double it. Les Brown said it best, “Aim for the moon. Even if you miss, you'll land among the stars.”

So double any monetary goal and really challenge what you think is possible. By the way, this is exactly why we don't base our goals on “why” but on “what”. I can see all of you, when I said to double you income or revenues, you wanted to take out your calculator to see how you were going to do it. That's why focusing on the “how” will always hold you back and you'll be operating on what you know, which is the past, and not operating within the present!

What is Your “Why”?

Your “why” is also called the goal to your goal and needs to be addressed. The reason why you want or desire your chief aim goal is just as important to note and be aware of for you. When you are truly aware of your why, this becomes the fuel that propels you to complete your goal no matter what the condition or circumstances of your life.

Most people, when they begin their new goal process are usually stoked and excited, as you should be. But when your goal becomes challenging, like going to an all you can eat buffet right in the middle of a weight reduction or diet goal, what do you rely on to help you persevere? Well it’s your “why”. It’s the deeper reason for doing your goal in the first place. You may want the new car or an increase in revenue, but there is a deeper reason why these things are important to you.

Don’t do this next step on your own. If you are working with a trusted advisor, consultant or business coach, then use their help. If you don’t have a hired professional to work with, then look for someone who is going through this same process and needs an outside person to help them.

Please, please, please, don’t get lazy on yourself. Find a trusted person to help you on this part of the process so you can have the best result for yourself.

Also, for this process, purchase yourself a spiral bound notebook with the spiral on the top of the page, not the side. This will facilitate the kinesthetic action and connect you subconsciously into the process. And yes, use a blue ink pen always and write your newly adjusted Chief Aim goal on the top of the first page of this note pad.

Peel Your Onion

The reason why this exercise works best if you do it with me as your coach, a goal buddy, another coach or a trusted friend is because the first part of your answers will be Bull Sh*T!

Yes, you will do what most of us do and recite the reasons that you think your doing something. And they may be true. Especially on a conscious level. But you’ll need a bit of pushing to get you to experience the real reason, the real why you want this *Chief Aim* goal. That is why we call this exercise “Peeling Your Onion” because you have to get to the center of your onion, one layer at a time and sometimes along the way, you may shed a tear or two in the process. But just like peeling a real onion, it’s only a temporary condition so buck up and let’s get at it.

If you're the coach in this exercise, I'd like you to put your hand over your heart and say the following, "I solemnly swear to push you in a loving way, beyond how you'd push yourself, in order for you to get what you really want and no amount of tears, anger, frustration or irritation will prevent me from helping you get to the core of your why. So it is said, so it is done!"

Now that everyone knows your coach's intentions are pure, this is the process. As the coach, your job is to observe, guide and push your coachee, learner or client. For the sake of simplifying, we'll use the term "coachee".

Here are the steps:

1. Have your coachee read their *Chief Aim* out-loud
2. Flip to the next page of your spiral note book that should be pre-titled "My Why"
3. As their coach, ask them, "why do you want this goal?"
4. Watch their body language and get a feel for their baseline behavior.
5. Ask them again, "why do you want this goal?" or "why?" or "why is that important?" and keeping asking them one of these questions after each answer.
6. I've experienced this exercise where I've had to ask these questions from 12 times to over 24 times. Your coachee will get irritated with you, but be persistent.
7. You will notice their baseline behavior and through observing their body language, tonality and conviction in their voice, you'll eventually get to their core why. In the game of high stakes poker they call this a person's "tell". So look for their "tell", an unconscious sign that you've hit their gold.
8. When you think that you've hit "gold", test it by asking it again in a different way. There is a sense of clarity when they've uncovered their core "why" and you'll be helping them tremendously when you get to it.
9. A note to coaching novices: When you don't have a real coach helping you, I've found it useful when this exercise is done in groups of three with the person who has done this before or has performed as a coach before to start off in the coaching position and the novice in an observation role only to understand the art of pushing and stopping when needed. You have to push enough to get the true why out of the coachee while not pushing beyond the true answer.

10. During this process, your coach should be writing this all down for you on your “My Why” page. Once the truest why is revealed, make sure you circle or underline it for the coachee so they can now write it down on this page now.

My Why:
