



## Understanding The "Why" of Goals

In this exercise you pick your Top 3 goals, and drill down to understand the Whys behind the goals? The objective of this is to become clear, focused, motivated and aligned about why you want the goal and why we want to take action to achieve it.

Goal 1:  
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Why do you want to achieve this goal?  
What does it give you?  
\_\_\_\_\_

Why do you want that?  
What does it give you?  
\_\_\_\_\_

Why do you want that?  
What does it give you?  
\_\_\_\_\_

Why do you want that?  
What does it give you?  
\_\_\_\_\_

How will achieving the goal make you feel?  
\_\_\_\_\_

Goal 2:  
\_\_\_\_\_

Why do you want that?  
What does it give you?  
\_\_\_\_\_

Why do you want that?  
What does it give you?  
\_\_\_\_\_

Why do you want that?  
What does it give you?  
\_\_\_\_\_

Why do you want that?  
What does it give you?  
\_\_\_\_\_

How will achieving the goal make you feel?  
\_\_\_\_\_

Goal 3:  
\_\_\_\_\_

Why do you want that?  
What does it give you?  
\_\_\_\_\_

Why do you want that?  
What does it give you?  
\_\_\_\_\_

Why do you want that?  
What does it give you?  
\_\_\_\_\_

Why do you want that?  
What does it give you?  
\_\_\_\_\_

How will achieving the goal make you feel?  
\_\_\_\_\_