

At every stage of your life, especially when seeking to change it is worthwhile connecting with your 'why'. It may not be something you have considered before though you can look at it in the following way. Simon Sinek, in his inspiring TED Talk points out, Apple don't sell computers, they believe in challenging the status quo. The way they do that is through the creation of beautifully designed products that are simple to use.

What he is implying that it is, that it is not the fact that Apple sell quality computers that make us buy them. The reason we are drawn to the brand is due to the fact they challenge the status quo of how we use technology.

Why is it important to find your 'why'? It is important because when you know what makes you jump out of bed in the morning life becomes more interesting.

The truth is also that we don't allow ourselves the time to think about this. Gift yourself a few moments to consider the following.

A few reasons to consider:

1. It makes it easier to jump out of bed. Your 'why' may well equal your 'motivation'.
2. It is easier to make decisions because now you will have another basis for your decisions.
3. When you know your 'why' you are unshakable because you have a deeper drive within you that goes further than just say, making money.
4. Brings excitement back into life.

Getting to that 'why' is a process, and here are a few questions to reflect on that will help you get closer. My suggestion is, try and allow yourself time to reflect on even one of these questions, a few times.

1. What are your inner strengths? By this I mean the ones that seem a no-brainer to you but not easy for others.
2. What gives you a real fire in your belly? Something that you are unable to sit quietly by.
3. What did you want to do between ages 3 and 11?
4. Imagine yourself a happy old lady (gentleman), content and satisfied. A journalist would like to make a documentary about you. What would you say about your life?
5. What are you passionate about?

Remember, there is no judgement here, just listen for what comes up, what thoughts this inspires.

Have fun and happy discovery!

With love,