



# REDISCOVER YOUR “WHY”

By

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## 5 Reasons You Lost Your “Why” and How to Fix Them

What went wrong? Everything seemed to be going so well. Suddenly, you're lacking motivation, everything seems stale, and you have no idea what you were even trying so hard to do. In short, you lost your "Why," and now you're drifting and trying to figure out just where you went wrong.

Cheer up! The truth is, whatever happened, you can still fix things.

### **Your Confidence Wasn't There**

When you start doubting yourself, you're likely also doubting the things you believe. After all, how can you get something so important as a "Why" right when you're going wrong in every other area of life?

The problem is self-talk is critical to success. The moment you start letting negative voices take over your thought process, everything falls apart.

Thankfully, this is easy to fix going forward. You start by paying attention to what you're thinking or saying about yourself and make a conscious effort to turn negative comments into positive ones. Do it enough, and it'll become a habit.

### **The Why Was Muddled**

When you're not entirely clear about what you're fighting for, it's easy for you to lose your way. Take a minute to critically consider your "Why." Was it open to interpretation or vague in some way? Moving forward, take time to craft a clear and concise mission statement. This will provide the clarity you seek.

### **You Dream Big**

There's nothing wrong with big goals and ambitious ideas when it comes to your "Why." However, they can quickly overwhelm you if you're not careful. Consider dialing it back a notch, taking the big goals, and breaking them up into smaller,

more manageable ones. If your "Why" is too broad, you might want to consider dialing it in to be more specific. You can always expand it later.

### **You Didn't Take Care of Yourself**

There's no way even the best "Why" can carry you if you're not getting enough sleep or neglecting your health. Make a point to eat right, get some exercise, and set a sleep schedule to make sure you get your rest. When you feel better, you'll have more energy and enthusiasm for your "Why."

### **You Lost Patience**

Quitting because something was taking too long is a common mistake. Your "Why" might involve some goals which take a while. To keep energy during your motivations, try revisiting the big picture through visualization to remind yourself what you're fighting for. Add to this a reasonable timeline to expect success and settle in for the long haul. Break your goals into smaller ones and celebrate each one you achieve.

As you see, with a little bit of work, you can get back your "Why." The key is to learn from what's happened, make the necessary adjustments and move on. You've got this!

## 5 Actions You Can Take to Identify Your Why

Have you ever wondered why some people seem to have so much energy and enthusiasm for the day while you're just dragging along trying to get through it?

You'll find the answer by looking at the motivation of the people involved. Those who accomplish a great deal in the day generally have a strong sense of purpose. They know what they're working toward and have a strong sense of why.

The good news is you can gain this same energy by determining your own "Why." It isn't that difficult to do. Just exploring these five ideas will help get you there!

### **Start With Your Interests**

Is there something you've always been passionate about? What types of activities appeal to you most? What do you find yourself thinking about and looking forward to when you're busy with tasks which don't require a lot of thought? Typically, you can find your "Why" somehow linked to these things.

### **Revisit the Past**

You have likely had another "Why" or two in your past already. Think back to when you were excited to start the day and couldn't wait to jump into a certain project. What kind of "Why" was behind this enthusiasm? How long did this interest captivate you? What happened to it? You might find a new "Why" tucked into the memories of the old.

### **Put it in Writing**

When you journal, you have an opportunity to work out your thoughts on paper. Take some time to write about what interests you and why. Take your time while exploring old memories and new ideas. Do this several times over the course of a week, then set the journal aside for a few days. Once you have gained some distance from your writing, go back and read everything you wrote. What jumps out at you? What strikes you as the most interesting?



### **Talk to Those in the Know**

There are certain individuals you can trust to know you better than you know yourself. A parent, spouse, best friend, or even a co-worker you've known for years can all serve this purpose. Ask them for their opinion. Sometimes all it takes is someone who isn't close to the problem to see what you're not able to.

### **What About Your Beliefs?**

We all carry with us our own set of values. Think about the things which have formed your moral compass. What kinds of things trigger strong emotions in you? What causes do you find most important? What gets you upset or angry? These might be causes worth fighting for.

When you put all this information together, magic happens. You start to see the patterns. The things you come back to repeatedly tend to hide the "Why" you're so desperately seeking. All you need to do is pull it out and hone it a little until it feels just right for you. Everything else will begin to fall into place from there.

## 5 Actions to Take When You're Losing Your Why

We realize it the moment it happens. One morning you wake up dragging a little bit. The next, you hit the snooze alarm. Twice. The day looms in front of you, and all you see is the To-Do list you have left over from yesterday; and you know that will grow as soon as you get out of bed. Feelings like that make it seem as though you're just running in place, forever going nowhere. Life has become strained. Stressful. Dull.

What happened to your “Why”?

There comes a time when any purpose you had in life starts to feel like it's not enough. Sometimes it's because you have had too many setbacks. Or maybe you have been grinding along at the same task for too long. Whatever the case, it's up to you to get the enthusiasm back – fast! How?

### **Be Careful of the Past**

Are you painting too rosy a picture of where you were before? You might need a small reality check. You have had ups and downs before, with both good days and bad days. So don't panic or start beating yourself up if things aren't going well. Doing so is only going to create unnecessary stress and panic.

### **Put Failure in its Place**

Sometimes we start flagging after a disappointment or some failure. It's important to separate yourself from negative events. Sometimes things go wrong. Learn what lessons you can from the experience and move on.

### **Consider What You Just Did**

Are you still on the right path? Sometimes we start lagging when we do something that completely compromises our values or veers away from the vision. Examine your last steps and see if you can discover the point where things started to go wrong.

**Remember the Vision**

Take some time to think about your “Why.” There was a reason you felt passionate enough about this once to make it your driving force. Revisit the thought process and see if you can rekindle some of the same excitement.

**Do the Next Right Thing**

The important thing is to keep moving. This is especially true if your energy is down and it's difficult to feel motivated. The key here is not to overwhelm yourself with a massive game plan. Instead, focus only on the next logical step. The important thing is not to allow yourself to stop to keep at least some kind of forward momentum in play.

In the end, by paying attention to what you're doing and considering your next moves with intentionality, you should be able to put yourself back on course. Hang in there!

## 6 Steps to Find Your “Why” at Work

How do you feel about your job?

If things have been dragging lately, and you’re coming to experience more dread than delight over Monday mornings, it might be time to take a long, hard look at what you believe.

The problem with finding a "Why" at work is not every job speaks to every person. Sometimes we wind up taking a position solely to earn money to pay the rent. Unfortunately, this is fast becoming the status quo, with only 20% of employed people truly passionate about what they're doing.

Does this mean your job is a lost cause just because it’s not the career of your dreams? Absolutely not! You can still find a “Why” which will put the excitement back into the work you do, even if it’s not your final stopping place on the career ladder. Try these steps:

### **Take a Break**

But don't just get away from the job. Take some time to think about how you feel about the position you're holding. On your next day off, consider where you are and what you're doing. Is there anything about your job which you feel means something to you or serves a purpose you believe in?

### **Make a List**

Write down what's making your workday go wrong. By listing out the things that cause you stress, you can look for positive solutions to improve your day. Without all the added stress, you'll find more about the job you like, giving you elements you can add to your “Why.”

### **How Are You Spending Your Day?**

If you're always scrambling to get your work done, see if there are ways you can simplify certain tasks to make your day easier? Try using a schedule to put your day on track or organize your workspace in a way that streamlines the processes you do most often. Without the mess, it will be easier to see the things which draw you, which are part of your budding "Why."

### **Consider Where You Want to Go**

Okay, if your current situation isn't the big picture you were looking for, What is? As you form your "Why," you will gain a clearer picture of the future. Where do you see yourself? What steps do you need to take to get there? Start putting a plan in motion.

### **Get a Mentor**

Is there someone who can help you achieve your goals? Look for someone sympathetic to your "Why" who has the skills and experience to guide you through the next steps. Consider hiring a life coach or a business coach. The fact that you will be investing your time and money by doing so will help you to follow through with the guidance they provide.

### **Set the Plan in Motion**

Nothing happens without action. Your "Why" will demand you work toward achieving the vision you're holding in front of you. As you take the next steps, remember it's likely going to take time. Thankfully you will have your new "Why" to guide you through the journey ahead.

## 6 Things You Learn When You Lose Your Why

We all lose direction sometimes.

From the time we're children, we find purpose in the things we do fairly easily. We create goals and dream big dreams almost as easily as we breathe or play with our friends. We have a "Why" from the moment someone asks us, "What do you want to be when you grow up?" for the very first time.

At some point, though, we lose our original "Why." This is normal. As we grow, our vision of the future changes. In fact, we tend to change our "Why" fairly often. It never makes it easy, though, when we lose one "Why" only to realize we don't have another one waiting in the wings.

But did you know this could be a good thing?

There are many things we can learn from losing our "Why." Let's look at a handful and discover just how valuable this moment can be for building your new "Why."

### **You're Still Learning**

When you lose a "Why," it's frequently because the old one doesn't quite fit anymore. You've grown and have come to see yourself (and the world) in new and exciting ways. Of course, you're going to need a new "Why" to embrace this new knowledge fully. Take these moments to ask yourself what new vision you now hold and how you want to incorporate this into your life.

### **You Still Have Your Values**

We all live by a moral code formed from a combination of beliefs, knowledge, and the previous "Why" you have held. Consider whether any of these things has changed. Use these values to help you in the decision-making process as you form your new "Why."

### **Express Gratitude**

Your previous “Why” taught you many things, introduced you to new people and new ideas. You gained so much in the time you held it. Allow yourself to embrace these things as something good which came out of your “Why.”

### **Find the Takeaway**

Of course, your previous "Why" might have also offered some hard lessons. Rather than become caught up in feelings of failure or allow yourself to be dragged down by history, instead look for what you can learn from the experience.

### **Grieve**

You might even need to spend some time acknowledging the sorrow at whatever you have left undone with your “Why” when you let it go. This is right and natural and will help you to move on.

### **Trust Yourself**

It's not always easy to allow a new "Why" into your life. Self-doubt might even be causing you to question whether you know a good "Why" when you see it. The thing is, you know more than you think you do. Here's where you need to trust as you embrace your new passion and finally take the plunge into what comes next.

## Want to Learn More?

If this brief overview of rediscovering your “why” has created a desire to dive deeper into the subject, I invite you to sign up for my “Finding Your “WHY”” package. The package includes:

- ✓ “Find Your WHY: Finding and Following Your Guiding Light” E-book
- ✓ “Find Your WHY” Workbook
- ✓ “Troubleshoot Your WHY” Guide
- ✓ “Finding Your WHY” Checklist
- ✓ 30-Minute Strategy Call

This package is listed at \$497. However, for a limited time,\* you can purchase the package for \$349. In addition, I will add an additional two 30-minute 1-on-1 coaching sessions. Use the link below to purchase the package.

[Finding Your “WHY” Package](#)