

CHANGE. HOW TO DO IT.

1. A Big Enough Why



Why do you keep doing what you are doing?

How do **YOU** know that it is time for change?

Let's explore two very important factors in doing a **CHANGE** —

Motives & Motivation



Merriam-Webster Dictionary

CHANGE: to become something different; to make someone or something different; to become something else.

First, we need to be clear that **CHANGE** is a verb, not a noun. Often, we refer to it as a person, place, or thing. When we do, the reasons in our mind for not doing change are limitless.

So, right away I would like you to begin thinking about the deeper **motives** behind what you are doing. If you want to change what you are presently doing, then you need to know **WHY** you want to change.

Not only that, but you must have a **BIG ENOUGH** reason **WHY**.

Which brings me to the second clarification. **CHANGE** is not a preference or something you would "like" to do. **CHANGE** is a must.

Here's a story that illustrates having a **BIG ENOUGH WHY**.

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A student in one of our classes once told us "I can't wait to go home and start using these efficiency techniques to make my work more effective and productive."

REASON # 1

And so, we asked, "Well, why do you want to be more productive?" The student said that it would help her to get a promotion at work.

REASON # 2

We asked her why she would want a promotion and she said, "So I can get a raise."

REASON # 3

So, we asked again, "Why do you want a raise" and she said, "Because I need the money to buy a larger home".

REASON # 4

So, we asked "Why?" and she says "because I want my mother and sister to move in with me."

REASON # 5

"Why?" "Because it has been our dream to own a big house together and live together as a family."

BIG
ENOUGH
WHY!

Good, NOW you have identified what you really want. You don't really want to be more efficient. What you want is the experience of having your family living with you.

NOW it's your turn. I want you to dig deep to make sure that you have a true understanding of the REAL reason(s) you want to do **CHANGE**.



1. What is the **CHANGE** you want to do?
2. Why do you want to achieve that?

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3. What about that outcome makes you desire it?
4. Why do you want that?
5. Why?
6. Why?
7. Why?

Continue asking yourself WHY until you get to the core reason for wanting to do CHANGE. Is this a **POWERFUL** enough reason for you to commit to **CHANGE**? Write your **Big Enough WHY** in the space below or your journal.

STEP ONE: MY BIG ENOUGH WHY

*"If you don't like something, change it. If you can't change it change your attitude. Don't complain."
Maya Angelou – Author, Poet and Civil Rights Activist*