

WHY



# The Power of a STRONG Reason WHY

A young student approaches his mentor one day and asks: "Sir, How do I become successful? It seems I am missing something. I have tried different businesses, I have worked hard, I am great with people and I know how to focus, but it seems everything I try never works out the way that I plan." The mentor looked at the student for a moment and said, "Let me tell you a story ... "

It's Thursday morning and Roger rises slowly out of bed His bones aching and head spinning, it takes a good 10 minutes just to get to his feet. His wife and daughter are still asleep. He walks slowly to the bathroom and next to the mirror there is a scale. He hops on just like every morning for the past 15 years. It reads 589 pounds. He is 39 years old and has been battling obesity his entire life. He hasn't weighed less than 400 pounds since he was 19 years old. Roger had tried every diet,

every exercise regimen and every weight-loss program out there. Thousands of useless dollars down the toilet, he thought. He started thinking of how hard he had tried over the years. He truly gave it everything he had and regardless of effort, he never managed to lose more than 40-50 pounds, and it always came back shortly after. Depressed, he finally just accepted the fact that it's just not possible. Maybe my body type and metabolism won't allow me to lose weight, he mused.

One night, Roger and his family were out having dinner at their favorite restaurant and he looked up and saw an uneasy look on his daughter's face. She was 12 years old and she was his world. Moments later she collapsed and passed out at the table. The police were called, and a few moments later an ambulance arrived to take her to the hospital. Roger and his wife rushed to the hospital, scared to death, and prayed dearly that she was OK. They were in the waiting room for about an hour when the doctor came out with a worried look on his face. He explained that their daughter was stable but there was a big problem ... her kidneys were failing and although she was on dialysis, she was going to need an immediate transplant.

Roger, still in disbelief, immediately offered to be a donor for his daughter. The doctor nodded and the workups began for the transplant. But a few moments later the doctor came in and had a sad tone in his voice. He informed Roger that the workups came back ... and the news wasn't good. Due to his weight, it would not be possible to perform the procedure and Roger could not donate his kidney to his daughter. It would be too dangerous and they simply could not take the risk. Roger, holding back tears of disbelief asked the doctor a simple question.

"I have to be my daughter's donor. How can I make this happen? How much weight would I need to lose and how much time do

I have for this to work?" The doctor, looking concerned, informed Roger that to even consider the procedure, he would have to lose 250 pounds in the next five months

The mentor looked at the student and asked him a simple question.

"Do you believe Roger lost the weight?" The student replied immediately. "Of course he did."

"Then there's the answer to your question," the mentor wisely replied. "If you can truly understand why he lost the weight that time and not all of the other times, you will truly understand how to be successful in anything you pursue in life."

It's never the "HOW." It's always the "WHY" that holds people back from their dreams and desires.

MAKE YOUR WHY  
MEANINGFUL. MAKE  
IT EMOTIONAL.  
MAKE IT WORTH  
GOING ALL IN FOR



# What's your why?

If the "why" is big enough, the "how" is easy. Your why will keep you going when things get tough. It's best to make it specific, emotional, and something worth sacrificing for.

## What's your vision for 2024?