



What's Your Why Handout

Hi there!

Thank you for attending today's session! I'm Jules Hobbs of Hobbs Holistic Health and wanted to create this handout to support what we covered today and provide you with some activities, personal recommendations and resources to continue your self-development and mindfulness journey.



You can contact me @hobbsholistichealth on Instagram or email juleshobbshealth@gmail.com if you have any questions or would like to find out more about what I could offer to your wellbeing journey. I offer a range of corporate self-development and fitness sessions via zoom.

Your Exclusive Invitation!

Many of you have asked for longer sessions within the COA feedback and I took this into consideration when creating a goal-focused online Wellness Workshop!

During this session we will explore our "why" and what motivates us, consider barriers to success and challenge our inner critic, create a plan to succeed and end with a mindfulness meditation.

Join me on Sunday, 16th August at 5pm BST/ 12pm EST for a 90-minute session.

Buy your ticket at [Eventbrite](https://www.eventbrite.com) and use your exclusive promo code "COA" for 20% off, making your ticket just £12 plus a small Eventbrite fee. Ticket sales close an hour before the event start time.

I hope to see you there!

What's Your Why

The purpose of today's session is to get you to start thinking what your why is. The process of discovering your why can take time and if this is an area you want to learn more about I would recommend you watch Simon's Ted Talk first (see sources) and, if you enjoy it, buy one of his books. I have read "Start with Why" which is more geared around businesses, his more recent book "Find Your Why" might be more suitable for you instead.

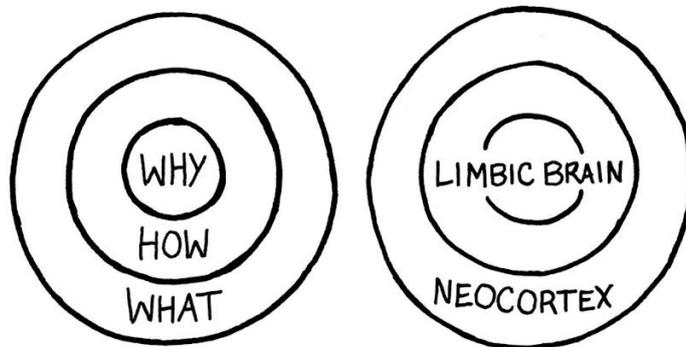
This handout should be used in conjunction with the live or recorded COA session "What's Your Why" with Jules Hobbs to ensure you fully benefit from the content.

"He who has a why can endure any how", Friedrich Nietzsche.

Knowing your why is an important first step in figuring out how to achieve the goals that excite you and for you to create a life you enjoy (rather than just surviving). Only when you know your why will you find the courage to take the risks needed to get ahead, stay motivated and move your life onto the path that you deserve.

Most of today's content stemmed from Simon Sinek's Golden Circle theory:

A Refresher on *Start With Why* & the Golden Circle



Source: "Find Your Why" by Simon Sinek

Simon believes that every one of us has a why, a deep-seated purpose, cause or belief that is the source of our passion and inspiration.

The Golden Circle starts with "why" at the centre which also comes first, flowing into "how" at the centre before "what" on the outside. Simon teaches that the concept of why is grounded in the tenets of the biology of human decision making.

The outer section of the Golden Circle, the what, corresponds to the outer section of the brain called the Neocortex. This is the part of the brain responsible for rational and analytic thought - understanding facts, figures and language.

The middle two sections of the golden circle, the why and how correspond to the middle section of the brain called the limbic system. This is the part of the brain responsible for our behaviour and decision making. It does not understand language and is responsible for our feelings and emotions.

For a more thorough explanation please watch Simon's Ted Talks in the sources section of this document.

Your why is an origin story, it comes from your past. Your stories, experiences, skills and strengths contribute to your why.

"Discovering your why is like panning for gold in the river of the past: the gold is there, lost in the debris of the river, hidden by rushing water. Only when you take the time to pan for the significant moments of the past, retrieving them nugget by nugget, will they turn into treasure." Simon Sinek.

Also, consider your passion. Noeline Kirabo describes passion as a collection of life experiences that give the deepest sense of fulfilment.

For your passion to become a career consider your skills, experience, education, contacts and knowledge.

Remember, just because you're good at something doesn't make it a passion, it has to excite you too!

Journal Questions

Here are the journal questions we used during the session to help start to realise your “why”. Listen to your gut when answering these questions, some will be tough and may take some reflection. Please try to make time, maybe 15 minutes to revisit these a few days after attending/ watching the session:

- Who are you? Right at this moment, who are you? Who do you believe you are?
- What hardships have you overcome throughout your life so far?
- What are you good at? What are your key strengths?
- How do other people describe you (that resonates with you as true)? Ignore any statements from people that you don't agree with.
- What makes you truly happy in life? What brings you joy? What makes you feel alive? Who or what do you care about? What brings fire to your belly/ soul? Why? Challenge yourself and dig a little deeper.
- Imagine you're on a date and you feel really comfortable and open with this person. They turn to you and ask “what's your story?” What's the truthful answer?
- Imagine you're in an elevator with someone you really want to work with and you have just 30 seconds to sell yourself to them. What do you say? What's your elevator pitch?
- Before I die I want to...? What do you want to achieve in life?
- If you had all the time and money in the world, what would you do?

Feel free to revisit these questions as needed. These are your framework to start finding your way. When reading back through you may begin to see a pattern emerge.

If you're struggling Simon's second book “Find Your Why” contains exercises to help you further.

An Example of “Why”

Simon Sinek loves Apple and all it stands for and talks about them often. When they first formed, they believed that everyone should have a personal computer. They believed in the individual.

Here's their why from his first book, “Start with Why”.

Why: Everything we do, we believe in challenging the status quo. We believe in thinking differently.

How: The way we challenge the status quo is by making our products beautifully designed, simple to use and user-friendly.

What: And we happen to make great computers!

Summary

Finding your why takes time. You can write up notes in one afternoon, but it might take months of reflection to hone it. Simon Sinek believes we only have one why. He suggests you voice your why and share it with others to make it an actionable point instead of a figment of your imagination. Why not share this session and handout with a friend and buddy up to support one another to find and hone your why? You could challenge each other and bounce ideas.

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Jules Hobbs, Hobbs Holistic Health

Rob Dial, Mindset Mentor, is also passionate about finding your why. From his experience as a coach, he suggests that once you have your why, the how will take care of itself.

I also see a link between finding your why and resilience. Highly resilient people find meaning in life and focus on what they can control (please see the past handout on resilience for sources). If you find your why then your resilience should increase.

Sources

Start with Why, Simon Sinek (Book)

Find Your Why, Simon Sinek (Book)

[How Great Leaders Inspire Action](#), Simon Sinek, Ted Talk

[Online Book Summary](#), Simon Sinek

[Before I die I want to](#), Candy Chang, Ted Talk

[Two questions to uncover your passion and turn it into a career](#), Noeline Kirabo, Ted Talk

[Four Questions to Tap The Power of Purpose](#), Margie Warrell, Forbes

Mindfulness, A Practical Guide to Finding Peace in A Frantic World, Mark Williams & Danny Penman (Book)

A Mindfulness-Based Stress Reduction Workbook, Bob Stahl, PHD & Elisha Goldstein, PHD (Book)

The Mindset Mentor, Rob Dial (Podcast)

Book, Podcast & Application Recommendations

Here are a number of books, podcasts and apps that have really helped me over the years in my journey with managing stress and anxiety through mindfulness. These recommendations are based purely on my own experience.

The Mindset Mentor, Rob Dial (Podcast)

Mindfulness, A Practical Guide to Finding Peace in A Frantic World, Mark Williams & Danny Penman (Book)

A Mindfulness-Based Stress Reduction Workbook, Bob Stahl, PHD & Elisha Goldstein, PHD (Book)

How to Fail, Elizabeth Day (Podcast & Book) – reflecting on how failures make us who we are and helps to build resilience

Happy Place, Fern Cotton (Podcast & Book)

Mastering Your Mean Girl, Melissa Ambrosini (Book)

The Melissa Ambrosini Show (Podcast)

Good Vibes, Good Life, Vex King (Book)

Insight Timer (app) – meditation and mindfulness

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Headspace (app) – meditation and mindfulness

Blinkist (app) – Summaries of self-development books in “blinks” that you can read or listen to. Mindfulness, A Practical Guide to Finding Peace in a Frantic World and Resilience, Eric Greitens and Option B by Sheryl Sandberg are featured on here.

Support

Emotions can be overwhelming and I’m very aware that a short session with so many people in attendance could spotlight some intense feelings.

Remember, that it is OK to feel down or to have a good cry. These emotions will usually pass. If you’re still feeling down or uneasy, please contact the person who’s name you wrote down at the start of the session to talk through. Journaling and getting it all onto paper can also help!

Should you still be feeling uneasy there are people who can help, please reach out to a professional, i.e. your GP (General Practitioner). There are also dedicated websites available such as this one to help you during this tumultuous times: <https://www.mentalhealth.org.uk/coronavirus>.