

# Your Goals vs Your Why

Setting goals is crucial for personal and professional success, but equally vital is identifying your 'Why'—the core motivation behind your ambitions. Understanding and articulating both your goals and your 'Why' enhances clarity and focus, leading to more effective, purpose-driven actions.

Here's how each can be defined and differentiated:

## Goals

### Definition

A goal is a specific, tangible, and measurable outcome or achievement that a person aims to accomplish. It is often quantifiable and has a defined endpoint.

### Characteristics

#### Concrete:

Goals are explicit and precise, such as earning a degree, increasing company revenue by 20%, or running a marathon.

#### Time-Bound:

They usually have a set timeline or deadline.

#### Measurable:

Success or completion can be clearly measured or observed.

#### Action-Oriented:

Goals involve taking steps or actions to achieve a desired result.

## Why

### Definition

The 'why' is the underlying motivation, purpose, or passion that drives an individual. It's the reason behind the actions you take or the goals you set. It is often emotional or value-driven and less tangible than goals.

### Characteristics

#### Intangible

It's more about feelings, values, and beliefs rather than concrete outcomes.

#### Intrinsic Motivation

The 'why' is driven by internal desires and personal values. It's about what truly matters to the person at a deeper level.

#### Long-Term and Sustainable

Unlike goals, a 'why' is not something you 'achieve' but rather something that guides and motivates you consistently.

#### Influences Choices

The 'why' influences the setting of goals and the paths chosen in life and work. It gives meaning to the goals.

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## HOW TO THINK ABOUT THE DIFFERENCE

### ***Goals***

"I want to become the head of my department within the next three years."

This is specific, measurable (becoming the head of the department), and time-bound (within three years).

### ***Why***

"I am passionate about leading and mentoring others, and I believe in the potential of effective teamwork to bring positive change in the workplace."

This explains the motivation and the values driving the goal. It's about the individual's beliefs, passion for leadership and teamwork, and the desire to make a difference.

## **Why the Distinction Matters:**

**Guidance and Fulfillment:** Understanding your 'why' provides direction and deeper satisfaction. While goals are milestones, the 'why' is the journey and the story behind those milestones.

**Resilience:** When challenges arise in achieving goals, knowing the 'why' provides the resilience and motivation to persevere.

**Alignment:** Ensuring that your goals are aligned with your 'why' leads to more meaningful and fulfilling achievements. It helps avoid the pursuit of goals that don't genuinely resonate with your core values and motivations.

## **To Get to Your Why:**

### **The Five Whys Technique**

For each goal you have, ask yourself "Why is this important to me?" and keep asking "Why?" to each subsequent answer at least five times. This technique digs deeper into the underlying reasons for your goals.