



# latest word

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## The big question, Why?

***“He who has a why to live for can bear almost any how.”***

So we’ve made it to 2013. So what now?

The beginning of a new year is a very natural time to think about the year ahead. There’s often a feeling of a fresh start, an opportunity to put ‘stuff’ behind us and move forward. Hope is in the air. Having said that, you don’t need a new year, new month or new week to begin again, it only needs a new thought or new perspective, and in reality only needs a new moment.

So whether you want to call it goal setting, targets or planning, it makes sense to think about the outcomes you want for 2013 and beyond.

Very simply, the more effort you put into thinking about and clarifying the outcomes you want in 2013 and beyond, the more likely you are to achieve those outcomes.

So you decide on the outcome you want and work backwards. For example, let’s say you want to earn a salary of €75k from your business. You can work out how much extra profit you need to earn, how that translates into how much extra sales to generate the profit, how much sales per month you require, how many more sales meetings you need to have to secure the extra clients and revenue (based on your sales conversion rates), how many extra leads/enquiries you then need to generate etc. So, you can take an outcome and work backwards so that you have clarity about what exactly you need to do today for that outcome at the end of the year.

Clarity equals focus. When you know what needs to be done, you can focus right in and do it. When

you are unclear about the steps you need to take, you will focus on one thing and another and it won’t bring you to the outcome you desire. It’s all about clear steps, clear actions executed to bring new results.

Without clarity, you can be busy but not effective.

So the questions are:

- What do you want?
- When do you want it?
- How are you going to get it?

# WHY?

Now, even the best laid plans don’t always run smoothly, and unexpected events and obstacles are likely to get in your way. For many people, that’s enough to stop them and the end result is you don’t achieve the outcome you want.

This is the reason, we need to be able to answer this next question;

- Why do you want it?

Without a compelling “why”, you may end up defeated.

If something has enough meaning, it will motivate you to do the things you need to do to get the result you want.

So let’s take earning extra money for example.

Why?

Is it just because you will have more money in your bank account or it will allow you to buy more stuff?

Or could it mean less worry and a greater feeling of security for you and your family?

Can it mean ultimately more freedom?  
Could it mean a greater sense of identity and accomplishment for you? You've taken an idea and translated it into a tangible success.

Could it mean that you could pay for a vaccination program for a village in a much less fortunate part of the world? Making a very tangible contribution to the health and well being of many.

There's a great quote, "nothing has meaning except the reason you give it". The greater the sense of meaning we can attribute to our actions, the more likely we are to follow through on those actions leading to results.

It doesn't have to be you are saving lives in the third world, it can just be that you are a better Mam or Dad, in that you have applied yourself carefully and effectively to providing a better life for your children.

My point is that the more meaning, the greater the "why" you can attach to your actions, the more you will be motivated to overcome obstacles and do what you need to do to get results.

Now motivation, is also about pain. Yes it's great to attach lots of good feelings to your actions so you follow through. However, it can also be useful to think about what are the consequences of not doing what you need to do.

If something happened to you today, let's say a serious illness or even death, what would the consequences be for your husband, wife or children?

Let's say you have health or money goals that you want to follow through on.

If you died today, what would the consequences be for your family? What would the consequences

be for your children without a Mam or Dad? What might the financial consequences be for you and your family if you got seriously ill or died?

There's a phrase we all are familiar with and it's "face the consequences" and if you translate literally, it means looking at the consequences head on. Are there things that you are doing or not doing and you have avoided "facing the consequences"?

Unfortunately, we are pretty good at fooling ourselves and avoiding reality but we have got to be smarter than that. For ourselves, and the other people in our life that we are important to.

Motivation, is about essentially good feelings and bad feelings. Some people are naturally more motivated by pursuing the good feelings and others more motivated by avoiding the bad feelings. It's about a mix of feelings.



Motivation is about the why. If the outcomes you desire in 2013, don't have strong enough reasons why, then I expect you will be reading this article again in 2014, looking back at how you didn't achieve what you wanted in 2013.

Take the time to dig deep and find out exactly what are the compelling reasons why for you.



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Thanks for taking the time to read our "latest word"

Feedback on our newsletters is always welcome and gratefully received. [joe@fwf.ie](mailto:joe@fwf.ie).

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