



the big why!?



Forget leaving your motivation and urge to stick-with-it to chance. Things like that are far too important. Instead of letting your desire to achieve wax and wane, we've developed this activity, which will help you dig deep in the beginning to understand your true motivations. Your answers to these questions will give you the determination, motivation and oomph you need to stick to your new lifestyle through the tough times.

1

Why do I really want to lose weight? Dig past the superficial answers like "to be healthier" and "to fit into my skinny jeans" to the deeper reasons underneath by answering each response with a "why do you want..." until you come across a reason that rings true.

For example: I want to lose weight because I want to fit into my skinny jeans. Why do you want to fit into your skinny jeans? Because it makes me feel attractive and successful. Why do you want to be attractive and successful? Because if I'm more attractive and successful, I'll be happier and I'll have more friends. Life will be better. Look for the underlying reason, rather than the obvious one that springs to mind first.



2

Why do I want a better life? What parts of my life do I most enjoy?

3

What makes me feel the most "me"? What gives me energy and makes me feel alive? When do I feel like the most genuine version of myself?

4

At the end of my life, how do I want my contribution to be assessed? Do I want people to talk about how hard I worked? What a great mother/father I was? My contributions to particular charities? Contemplating death can be scary, but without it, we're left rudderless. We're left with feeling like nothing we do matters. Life only has meaning because it doesn't go on forever.

5

Now, attempt to summarise what means the most to you in a few words or one sentence. What does living your best possible life mean to you? How does your best self approach things differently? What measures does your best self use to determine success?

6

And now, most importantly, how can you remind yourself of these key values and motivators every day?
