

Decision Making-Knowing Why You Want Something Is Crucial To Successfully Implementing Decisions

Have you taken the first step to move you towards the powerful decisions you have recently made? If the answer is Yes, congratulations! If the answer is No, there is a good possibility that the reason lies in one very small but extremely powerful word - WHY.

It has been said in many books, in seminars all over the world that the reason people do not become what they want to be, do not achieve what they want or receive what they desire is because they have not identified with WHY they want what they want.

You can decide to access all of the best resources, seek out a wealth of fabulous information, choose to work with top coaches, but if you do not know deep down, why you are wanting what you want, you will get discouraged at the first signs of difficulty. You are likely going to decide to give up when you encounter your first challenges. It is absolutely crucial to your wellbeing and success to understand the power of why in your decision-making.

Before continuing on, let me remind you of a story that has been told many times and credited to various people.

On one particular day there was a woman who stepping outside of her home saw her young child stuck under a car. Under normal circumstances she would of never been able to budge the vehicle. Seeing her son lying there trapped, she suddenly had an incredible strength and energy. This woman was able to lift the car and save her child. After the crisis, she herself could not explain how she had done what she had done.

Folks, she had an extremely powerful - why. This woman loved her child dearly and wanted him saved. Some of you have your own stories of a time where you did something that was "superhuman like" in order to get the job done. That moment, hour, week or month contained a powerful why. We have all come across people who when asked how they achieved their desires, have answered, "I really really wanted it",

Knowing why you want a change in your situation will help you deal with the procrastination, with the shyness, with the tiredness, with the lack of money, with whatever obstacle that is stopping you from moving forward. Otherwise that initial good intention and that burst of energy will wither and possibly die too quickly.

Now let's define what knowing your why really signifies. It means knowing why something is important to you and making the decision as to why you must have it. It is recognizing how achieving what you want will make you feel. It is understanding what achieving your desired goal will bring in your personal life and how it will positively impact those closest to you. A why has strong powerful positive emotions tied to it. It is having an overwhelming desire, a burning fire in your belly. It is the big reason behind why you are doing something.

Now here are examples of everyday situations where people fail to clearly identify the why.

Situation #1 - I am going to lose 20 pounds. Reason: I want to be leaner. Within a few weeks they leave their designated plan and slip back into their old habits. Their reason sounded nice but was not powerful.

A powerful why in this case could be:

- I want to feel attractive.
- I deserve to have a body that I am proud of.
- I want to like what I see in the mirror every morning.
- I will breathe easier and will be able to walk up the steps without huffing and puffing.
- I want to have energy to play with my children and see the smiles on their faces.
- I will feel and look great in my jeans.

Situation #2- I am going to work at improving my financial situation. Reason: I need more money to pay the bills. This sounds practical and necessary but does not have much emotional juice to it.

A powerful why could be:

- I want my family to have a holiday and have fun together.
- I do not want to depend on others for financial help.
- My family deserves to know that there will always be resources for the necessities and more.
- I will not let my dreams and my life pass me by.

"It's not hard to make decisions when you know what your values are." Roy Disney

You need to be honest with yourself. The reasons behind the decisions need to be right for you in order to have successful decision-making. You

deserve to be more, to achieve more, and to have more because you are you. You need to believe that you deserve to start making changes and to go forward with your life.

We all have our unique life situations to deal with. Some people want an improvement in their relationships. Some want to derive fulfillment from their work. Others want to be home to raise their children, and still others want better health. Whatever your situation you need to decide that change is possible and that the real magic exists inside of you. It may require time, patience, greater self-discipline or all three, but the results will be well worth the ride.

"In any moment of decision the best thing you can do is the right thing, the next best thing is the wrong thing, and the worst thing you can do is nothing." Theodore Roosevelt

In a nutshell, here are 3 steps for successful decision making and moving towards your intentions:

1. Decide what it is you want.
2. Spend time with yourself and figure out why you want what you want.

Ask yourself how achieving that intention will improve your life? Also ask what will be the cost of not achieving your goal. What pain will that keep you in?

3. Write out your why using words that describe how you will feel when you achieve your goal. Use words that bring up powerful positive emotions for you. Post your why somewhere where you can see it every day. Focus on those reasons for several minutes each day. Remind yourself why it is you are doing what you are doing.

Personally I believe there is much to gain from the following.

Don't wish it were easier; apply yourself to be better.

Don't wish for less problems; learn more skills.

Don't wish for less challenges; seek out more wisdom.

Once you have identified with your powerful WHY, the resistance you currently sense will gradually disappear and you will follow through on your new, more effective decisions with greater ease and grace. Success will be yours much faster!

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