

The 5 Whys

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NAME

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DATE

Why coach?

Whether it's a client's nutrition habit or your own career choices, it's important to understand why you're doing something.

Of course, you won't always know why you're doing something. Nor will your clients.

So here's a little thought exercise we use in our PN Coaching program: **The 5 Whys**.

The idea is that you ask a "why" question, like:

Why do you want to be a nutrition coach?

You answer that question as best you can. For instance, you might answer:

I want to help people.

Then, you ask "why" again. Like this:

Why is helping people important to me?

You answer that question as best you can. Maybe you might say:

I believe that helping people is an essential value.

Then, you ask "why" again, like this:

But why is helping people an essential value for me?

And you answer that question.

Well, because...

And so on, five times in total. (Or as many times you as want.)

Each "why" builds on the previous answer.

By the time they've gotten to the fifth "why", most people will have a pretty good idea of some of their core priorities, values and motivators. You can also try variations on the questions, such as:

- What seems so important or valuable about that?
- What pushes you towards doing that?
- If you got that thing, what would it give you, or change for you in your life?
- If you didn't do or get that thing you wanted, what would bother you about that?

Q. Why...

A. Because...

Q. Ok, why...

A. Because...

Q. But why...

A. Because...

Q. Ok, why...

A. Because...

Q. Ok, but why...

A. Well, because...