What’s Your Why?
The Power of Purpose©
Workbook

Written by Sean Foy, MA
© Sean Foy, Personal Wellness Corporation
“The two most important days in your life are the day you are born and the day you find out why.”
Mark Twain
Section 1: Buried Treasure:

1. When you were a child what did you most enjoy doing?
2. What did you day dream about?
3. What did you want to be when you grew up?
Section 2: The Science of Why:

1. What are the things I have always been good at?
2. What are my greatest strengths?
3. What makes me feel “alive”?
www.burstworkout.com
The 10 Day Burst Challenge

- Metabolic Makeover
- Look and feel years younger
- Higher levels of happiness
- Greater Energy
- More motivation
- Uncover Your Why

www.burstworkout.com
Twitter-@coachseanfoy
ON THE MOVE INITIATIVE

www.onthemove.welcoa.org
ON THE MOVE

Knowing THAT exercise is good for our health isn’t enough.
Connect employees with WHAT MOVES THEM to exercise.
On the Move Monthly asks employees what...
✓ Inspires you?
✓ Challenges you?
✓ Encourages you?
✓ Strengthens you?
✓ Supports you?
✓ Propels you?
And connects them with the perfect monthly curriculum to help them move more, sit less and thrive!

ON THE MOVE IS DIFFERENT BECAUSE...

FOR MORE THAN WALKING
Integrate any device or use WELCOA’s new device-free movement tracker.

STRAIGHTFORWARD & FUN
Employees connect with their “why” for moving more.

COMMUNITY-BASED
Real-time social platform for goal sharing and support.

SCIENCE-BASED & HOLISTIC
Proven wellbeing programming for body, mind, and soul.

All for a low per employee, per month rate!
Register Now for July Launch! Visit onthemove.welcoa.org or stop by the On the Move table.

The On the Move 12-Week National Challenge is happening NOW!
CHECK OUT WHO’S IN THE LEAD AT:
onthemovecompanychallenge.welcoa.org
Section 3: The Why of Fitness, Health & Wellbeing

1. If you could instantly change ONE thing about your health and fitness what would it be? Why?

2. Dream Big: What would you do with your newfound fitness, health & wellbeing?

3. Ask yourself:

   “If there was ONE thing I could do, that I am not doing now….?”
Section 4: What’s Your One Thing?

Your 90th Birthday

1. Who’s there?
2. What do they say?
3. What is ONE thing you want said?
Section 5: Crafting Your Why

Writing and Setting your Why Goals

1. What makes you cry?
2. What makes you happy?
3. What gives you hope and energy?
4. What would you like to change in the world around you?
5. What do you see that isn’t—but could be?  

John Maxwell
My Why....
Your Plan. . . .

- **“Find Your Why”:**
  - Webinar /Seminar/Workshop
  - 10 Day WYW Challenge

- **“Live Your Why”:**
  - Weekly Coaching
  - Monthly Coaching
What’s Your Why?
10-Days on Purpose Challenge©

Written by Sean Foy, MA
© Personal Wellness Corporation
Over the next 10 Days, we challenge you, to daily:

- Write down & Read your Why
- Intentions-Craft a plan to Live Your Why
- News-Share your Plan & How you did

© Copyright, Sean Foy, MA Personal Wellness Corporation:
No part of this material may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording or by any information storage and retrieval system, without written permission from the author.

www.wintodaywellness.com
Twitter-@coachseanfoy
Welcome to W.I.N. Today, “What’s Your Why? 10 Days On Purpose Challenge!” We are very excited you have made the commitment to be a part of this life transforming experience. Individuals from all over the country have taken this challenge and have realized the power of daily, intentionally “Living On Purpose”. Over the next 10 days, you’ll have the opportunity to connect to your deepest purpose, cause or belief, or what we like to call, “Your Why”. This easy to use E-Book provides you with 10 daily W.I.N. Today: Inspirational “Purpose and Meaning Quotes”, goal forms (to be completed before your day begins and evaluated at the end of each day) and additional questions to help you further refine your “Why”

Over the next 10 Days, we challenge you each morning, to daily:

**Why**—Write down and read your why.

**Intentions**—Write what you will do today to live out your why.

**News**—Share your plan and how you did with someone close to you.
Day 1

“Writing or reviewing a mission statement (Your Why) changes you because it forces you to think through your priorities deeply, carefully, and to align your behavior with your beliefs”

- Stephen Covey

**Why**- Write down and read your why.

________________________________________________________________________________.

**Intentions**- Write out what you will do to live out your why.

________________________________________________________________________________.

**News**- Share your plan and how you did with someone close to you.

________________________________________________________________________________.

Additional “What’s Your Why” Question(s) to consider:

“Who inspires you and why?”
Day 2

“Efforts and courage are not enough without purpose and direction.” -John F. Kennedy

**Why**—Write down and read *your why*.

___________________________________________________.

**Intentions**—Write out *what you will do* to live out your why.

___________________________________________________.

**News**—Share your plan and how you did with someone close to you.

___________________________________________________.

Additional “What’s Your Why” Question(s) to consider:

“What makes you smile?”
Day 3

“Having a purpose is the difference between making a living and making a life.” - Tom Thiss

**Why**—Write down and read your why.

________________________________________________________________________.

**Intentions**—Write out what you will do to live out your why.

________________________________________________________________________.

**News**—Share your plan and how you did with someone close to you.

________________________________________________________________________.

Additional “What’s Your Why” Question(s) to consider:

“**What are your greatest strengths?**”
Day 4

“When a man does not know what harbor he is making for, no wind is the right wind.” - Seneca

**Why**- Write down and read your why.

___________________________________________________.

**Intentions**- Write out what you will do to live out your why.

___________________________________________________.

**News**- Share your plan and how you did with someone close to you.

___________________________________________________.

Additional “What’s Your Why” Question(s) to consider:
“What moves you and makes you want to dance?”
Day 5

“You can retire from job, but don’t ever retire from making extremely meaningful contributions in life.”
– Stephen Covey

**Why**- Write down and read your why.

___________________________________________________.

**Intentions**- Write out what you will do to live out your why.

___________________________________________________.

**News**- Share your plan and how you did with someone close to you.

___________________________________________________.

Additional “What’s Your Why” Question(s) to consider:
“What’s your calling or cause that you care most about?”
Day 6

“Begin each day as if it were on purpose.” –Author unknown

Why—Write down and read your why.

___________________________________________________.

Intentions—Write out what you will do to live out your why.

___________________________________________________.

News—Share your plan and how you did with someone close to you.

___________________________________________________.

Additional “What’s Your Why” Question(s) to consider:
“What do most people ask your help in?”
Day 7

“True happiness…is not attained through self-gratification, but through fidelity to a worthy purpose.” – Helen Keller

**Why** - Write down and read your why.

___________________________________________________.

**Intentions** - Write out what you will do to live out your why.

___________________________________________________.

**News** - Share your plan and how you did with someone close to you.

___________________________________________________.

Additional “What’s Your Why” Question(s) to consider:

“What activities make you lose track of time?”
Day 8

“‘The greatest achievement was at first and for a time a dream. The oak sleeps in the acorn.’” - James Allen

**Why**—Write down and read *your why*.

___________________________________________________.

**Intentions**—Write out *what you will do* to live out your why.

___________________________________________________.

**News**—Share your plan and how you did with someone close to you.

___________________________________________________.

Additional “What’s Your Why” Question(s) to consider:

“*What makes you cry?*”
Day 9

“I’m not afraid... I was BORN for this!” - Joan of Arc

**Why** - Write down and read your why.

___________________________________________________.

**Intentions** - Write out what you will do to live out your why.

___________________________________________________.

**News** - Share your plan and how you did with someone close to you.

___________________________________________________.

Additional “What’s Your Why” Question(s) to consider:
“What are you willing to fight for, to die for?”
Day 10

“The two most important days in your life are the day you are born and the day you find out why.”
-Mark Twain

Why- Write down and read your why.

Intentions- Write out what you will do to live out your why.

News- Share your plan and how you did with someone close to you.

Additional “What’s Your Why” Question(s) to consider:
“What do you want written on your tombstone?”
You just completed the W.I.N. Today 10 Days On Purpose Challenge! How did it go? We’d love to hear how your experience went. Shoot us a note at www.wintodaywellness.com and let us know “What’s Your Why!” If you’d like to receive daily WIN Today quotes and inspiration, follow us on

www.wintodaywellness.com
Twitter-@coachseanfoy
Facebook.com: CoachSeanFoy
What's Your Why Recommended Reading List:

1. Man's Search for Meaning-Victor Frankl
2. What on Earth am I here for? The Purpose Driven Life-Rick Warren
3. Halftime-Bob Buford
4. 7 Habits of Highly Effective People-Stephen Covey
5. The Will To Meaning-Victor Frankl
6. Man's Search for Ultimate Meaning-Victor Frankl
7. The Pursuit of Meaning, Logotherapy applied to life-Joseph B. Fabry
8. The Human Quest for Meaning: Paul Wong (NOTE: This is a handbook on Psychological Research & Clinical Applications)
9. Love and Survival-Dean Ornish
10. Start with Why-Simon Sinek
11. The Pathway-Laurel Mellin
12. The Seed-Finding Purpose and Happiness in Life and Work-Jon Gordon
13. The Last Lecture-Randy Pausch
14. The Happiness Project- Gretchen Reynolds
15. Outliers-The Story of Success-Malcolm Gladwell
16. How will you measure your life-Clayton Christensen
17. On Purpose, Vic Strecher
18. Finishing Well-Bob Buford
19. Intentional Living-John Maxwell
20. The Call-Os Guinness
Our Why? “To Move The World”

Inspiring Hope, Fitness, Purpose and Passion

- Webinars, Seminars, Workshops & Coaching
- Wellness & Wellbeing Books & Challenges
- On The Move Initiative & On The Move Monthly

For more information contact:
Sean Foy: (714) 306-3172
www.wintodaywellness.com
Email: sean@personallyfit.com