



Joyful Achiever Worksheet
Theme 2: Clarifying Your Big Why

This worksheet will help you identify and deepen your Big Why — the emotional driver that keeps you moving when things get tough. Complete each section fully and revisit often.

Video 1: [Why Your Why Matters](#)

Insight Recap: Your Big Why is your emotional engine.

Reflection: Why does your Wow Goal matter to you personally?

Action Step: Write down 3 reasons your Wow Goal matters deeply. Post them where you can see them daily.

Video 2: [Going Beyond Surface Motivation](#)

Insight Recap: Dig deeper than money, recognition, or prestige.

Reflection: What's beneath your surface reasons?

Action Step: Take one reason and ask yourself: "Why does this matter?" Repeat three times to reach the core.

Video 3: The Resilience Factor

Insight Recap: Your Big Why makes you resilient when obstacles appear.

Reflection: What obstacles might derail you?

Action Step: Choose one obstacle and write how your Big Why helps you overcome it.

Video 4: Emotional Fuel, Not Just Logic

Insight Recap: Logic won't drive action — emotion will.

Reflection: What emotions do you feel when you state your Why?

Action Step: Say your Why out loud. Refine it until it excites or moves you emotionally.

Video 5: Serving Beyond Yourself

Insight Recap: The strongest Whys connect to others.

Reflection: Who else benefits if you succeed in your Wow Goal?

Action Step: Write one sentence that describes how your success helps others.

Video 6: [The Daily Reminder](#)

Insight Recap: Your Why only works if you see it daily.

Reflection: How can you remind yourself daily of your Why?

Action Step: Set an alarm or reminder on your phone labelled with your Big Why.

Video 7: [Linking Why to Identity](#)

Insight Recap: Your Big Why shapes who you become.

Reflection: Who are you becoming as you pursue your Why?

Action Step: Write: "I'm pursuing this goal because it makes me the kind of person who..." and finish the sentence.

Daily Practice

- Review your Big Why in the morning, mid-day, and before bed.
- Say it out loud with conviction.
- Notice how it fuels your actions.