

What's Your Why?

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When your why is big enough, you will stop at nothing to find the how in order to accomplish your what.

What's your why? What is your reason for doing everything you do; for waking up each and every day and going to a job that you may or may not enjoy; for enduring the parts of life that aren't always pleasurable? Why do you do it? If you have reached a point in your life where you are completely comfortable and living every day on cruise control, then this article is not for you. Perhaps it would have been applicable to your past, but for the present and future this article is intended for those of us who approach every day knowing that we are going to make ourselves uncomfortable, that we are going to stretch our limits in order to allow ourselves to grow as individuals.

Most of us have never thought of this question before. We do the things we do every day because that is how we know we are going to make ends meet, and ultimately how we know we are going to survive. But if there was ever a part of you that wanted to go beyond getting by, to go beyond living in this very moment out of necessity, to be great, truly great, at something in this life, then I am begging you to dig deeper. You must find a why that is bigger than yourself, that is bigger than this very moment. You must find a why that is powerful enough to get you out of bed in the morning and that will keep you going throughout the day as you begin to tire.

How do you go about finding a why? First, you need to figure out if you are a person who is driven by pain or driven by pleasure. For myself, part of me is definitely driven by pleasure. Every single thing in my life is there in order to maximize my own utility. This may sound selfish and self-centered, but it is true. In fact, I think it is safe to say that I may be addicted to feeling good. The extremes that I go to in order to ensure that I eat the quality of food that I do or sleep during the hours of the night that I do or work out as often as I do, even to the point of how every little thing in my apartment is arranged, all of this is done because that is how I feel my absolute best. And when I feel my absolute best, everything in my life becomes a whole lot easier.

I think most of us are driven by pleasure. Unfortunately, that drive is rarely enough to force somebody to make a significant change in his or her life. The problem with being driven by pleasure is that you can easily fall into the trap of being good enough instead of being great. A superficial gym example would be someone who is a little overweight and wants to get a six-pack, but after putting in a ton of effort and dropping enough fat so they can start to see their abs, they stop with their training because what they have accomplished is good enough. They are still receiving pleasure from their newfound physique, although they didn't reach their initial goal, and because of this pleasure their goal is never reached. On the flip side of this, take someone who is driven by pain; in this example it would be someone who is a little overweight and has been told by his or her doctor that if

they don't clean up their lifestyle they are putting themselves at serious risk for heart disease and Type II diabetes. I guarantee that more times than not this person will be more consistent with their lifestyle changes and will make changes that are more long-term than the person who is trying to make the same changes for different reasons.

So that is why I say that part of me is driven by pleasure, because while I most certainly function better on a daily basis when all of my ducks are in a row, ultimately that isn't what keeps me going. I know that being a human performance specialist isn't the most lucrative occupation, and so in order to one day raise a family and provide for them the way that I feel it will need to be done I know that I am going to have to be great at what I do. I can't let myself fall into the trap of being good enough, because eventually the day will come when I can't be at the gym from 5:30 AM to 8:00 PM every day trying to get clients, and when that day does come, if I am only good enough, my downfall will be theirs as well.

So here's my advice: If you are serious about making changes in your life or accomplishing something of significance, first ask yourself why. Why are you going to attempt to do this? What is going to be driving you to get out of bed and begin another day when your alarm goes off at 4:00 AM? Why are you going to keep pushing forward on those days when you are working on three hours of sleep? Find that why, hold on to it, and don't ever let it go, because inevitably there will come a time where you can choose to be good enough or you can choose to be great, and when you hit that fork in the road hopefully your why will be able to direct your towards the latter. Here's to faith, strength, and passion.

Get big or die tryin'.

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