



The Most Important Question ... And The Worst

"Why" is the most important question to answer in any making decision process but it is also the worst for getting clear answers.

"Why" is the start point for everything we do. "Why should you buy this..?" "Why should you do that..?" and so on.

But sometimes the why question does not get us clear answers because it frequently puts us straight into our emotions. How many times have you seen and heard people just shout out with frustration and confusion, "WHY??"

Over the years I have found that for people like this simply asking the why question just tends to make them go around in a circle in confusion.

I'm sure you have some questions that you want to be answered but have failed to get from the depths of your psyche. Our whys are emotional and not necessarily logical so that is why we sometimes fail to get the point easily. Every behaviour has a reason so every behaviour has a why.

Last week we ran a Weight Loss Coaching Programme. Everyone on the course gained a much clearer understanding of the reasons why their clients were using food but none of those reasons were really what you would call sensible or logical.

If you have a few unanswered "whys?" then listen a little deeper and the answers will be there.

Best wishes

Stephen

© Stephen Bates, Certain Change, 2008