

## A Compelling WHY!

*Truly motivated people are able to identify and tap into the power of a compelling why in everything they do.*

by **Denis Waitley**

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*I have a suitcase for you. In that suitcase there is \$1 million in cash. The suitcase is sitting in a building that is about an hour's drive from where you are now.*

*Here is the deal: All you have to do is get to this building in the next two hours. If you get there before the end of the two hours, I will hand you the suitcase, and you will be a million dollars richer.*

*There is one catch, however. If you are even one second late, our deal is off, and you will not get a dime. No exceptions! With that in mind, what time would you like to leave?*

Most people would respond to that scenario by saying that they would leave right now. Wouldn't you?

So off you go. You jump into your car and start driving for the building. You are excited and are already starting to plan how you are going to spend your million dollars. Then, suddenly, the traffic comes to a complete stop. You turn on the radio and find that there has been a series of freak accidents between you and the building and there is no way to get there!

Now what would you do? Would you give up and go back home? Or would you get out of your car and walk, run, hire a helicopter, or find some other way of getting to the building on time?

Now let's suppose for a minute that you are driving to an appointment at your dentist's office. The traffic again comes to a stop. Amazingly, there

have been freak accidents between you and your dentist's office. What would you do then? Probably give up, go home, and reschedule!

**What is the difference between these two situations? It all comes down to *why*. If the *why* is big enough; the *how* is usually not a problem. This compelling *why* is connected to your personal objectives, mission statement, or magnificent obsessions. It is the basis of your motivational support beam.**

Truly motivated people are able to identify and tap into the power of a compelling *why* in everything they do.

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**Denis Waitley** is one of America's most respected and beloved authors, keynote lecturers and productivity consultants on high performance human achievement. He has inspired, informed, challenged and entertained audiences for over 25 years from the boardrooms of multi-national corporations to the control rooms of NASA's space program. Denis has been voted business speaker of the year by the Sales and Marketing Executives' Association

and by Toastmasters' International and inducted into the International Speakers' Hall of Fame.

With over 10 million audio programs sold in 14 languages, Denis Waitley's CD album, *The Psychology of Winning*, is still the all-time best selling program on self-mastery. To order this Best-Seller or his newest release, *The Platinum Collection* and to subscribe to the free Denis Waitley Weekly E-zine visit his website here: [DenisWaitley.com](http://DenisWaitley.com)