



Fan favourites

What's your why?

Reaching that *special* number on the scales. Getting a solid health report from the doctor. Goals are great ... and important. Even more important, and at the core of our WW journeys, is our **why**. That's the heart of the reason why we want to reach those goals and reap the benefits. It's about why they actually matter to us ... like feeling better in our skin or being healthier so we can be there for friends and family. Once we have our why, it can act as a North Star to guide our actions along the way.

WHAT TO DO

Use these steps to visualise your why (details are key!). Refer back to it often.

1

Think fast

Why do you want to lose weight or get healthier? Start with that top-of-your-head answer.

EXAMPLE: *"I'm fed up being out of breath all of the time."*

2

Dig deep

What does achieving your goals actually look like? How do you think you'll feel?

EXAMPLE: *"I'll be able to say yes more often to being active with my family."*

3

Try again

Ask yourself that first question once more. Keep asking it until you uncover why it's truly important and highlights your "a-ha" moment.

EXAMPLE: *"I want more energy so I'm present for those I love."*

4

Personalize it

Take your most authentic answer and repeat it. That's your why. Check in with it often to see if it still resonates.

EXAMPLE: *"I want to lose weight so my family remembers me being there - and fun."*

