



## LIFEWORKEINTEGRATION

### 1. TO CONTRIBUTE TO A GREATER CAUSE OR TO HELP OTHERS

People with this WHY feel compelled to be a part of a greater cause. They love to support and enjoy the success of the greater good, the team, or whatever the cause may be. You will often find them behind the scenes looking for ways to make the world a better place, or in more of a public forum trumpeting a movement or message.

People with this WHY are go-to people, the ones you look for when you need help with just about anything.

### 2. TO CREATE RELATIONSHIPS BASED ON TRUST

People with this WHY believe that trust is the most important thing and will work hard to create it. They will become educated as experts in a particular subject and demonstrate that expertise as a way of establishing trust. They will do things “right” in order to demonstrate that they are trustworthy.

They want to know that you believe in them and will go the extra mile to demonstrate this with their actions, words and deeds.

### 3. MAKE SENSE OF COMPLEX SITUATIONS

People with this WHY observe, take in elements of every situation and make sense out of them. They take complicated, or what may appear to be complicated factors, problems and concepts, then organize them to create solutions that are sensible and easy to implement.

They are highly “solution” oriented and excellent problem solvers. They often use their skill to summarize complicated issues in writing.

### 4. TO FIND A BETTER WAY

People with this WHY constantly seek better ways to do things. They can't stop themselves from “trying to do it better”. They take virtually anything and want to improve it, make it better and share their improvement with the world.

As you discuss something with them, they are asking themselves; “what if we did it this way?” People with this WHY contribute with constant innovations, better processes/systems and operate under the motto, “often pleased, never satisfied”.

### 5. TO DO THINGS THE RIGHT WAY

People with this WHY believe there is a right way to do things and that things should be done right. They do not cut corners nor skimp on details. They follow procedures, are results driven and believe that if the proper system is followed correctly, you will achieve the “right” results.

They believe in creating structures and processes for clarity, simplicity and the correct running of operations. In speaking with people with this WHY, you might hear them say “Let's do this right.”

### 6. TO CHALLENGE THE STATUS QUO

People with this WHY think differently and challenge the typical way of doing things. They seek unique solutions no one else has considered.

They are extremely entrepreneurial and love innovation, particularly “game changers”. They look to create a market versus serve the market.

They often have a broad variety of diverse interests. They may challenge you with comments such as, “Why not?” and are often perceived as rebels, with (or without) a cause.

### 7. TO MASTER THINGS

People with this WHY seek deep amounts of information over a broad variety of topics. They pick a specific subject and begin to learn about it, often for the sheer joy or curiosity of knowing something new. They gather and retain substantial knowledge in different areas.

Typically viewed as “experts” in numerous disciplines, they will insist that they have yet to truly master them. They are fearless about new subjects or ideas. In a discussion with a person with this WHY, you might hear them say “We need to think about this first.”

### 8. TO CLARIFY

People with this WHY are always looking to be fully understood in all communications. They want to know that you “get” what they are saying, and may find multiple ways of expressing a point.

They will use analogies and metaphors to help offer multiple points of view on a particular topic that they are sharing. They feel successful when they know their message has landed completely.

### 9. TO SIMPLIFY

People with this WHY take what needs to be done and break it down into its simplest form.

They remove unnecessary elements and streamline as a matter of course. You might hear them say “Well, the simplest way to do that would be...”.

They will eliminate complexity in everything they do for the benefit of everyone else.