

WHY-Mapping



WHY-Mapping: Your Motivation In Motion

Reframing The Power Of WHY: From Problem-Solving To Purpose-Finding

INNOVATION INSIGHT: While Toyota's famous 5 Whys model has been used globally for decades to investigate problems, I've reimagined this powerful technique into something equally transformative, a proactive tool for purpose discovery and sustained motivation. The original model, developed by Sakichi Toyoda in the 1930s, became foundational to Lean thinking and Six Sigma methodology, asking "Why?" five times to reach the root cause of a problem.

WHY-Mapping Inverts That Logic.

Instead of looking backwards to uncover what went wrong, it looks forward strengthening what's right. It helps you:

- Discover your deeper motivations.
- Strengthen commitment to your vision.
- Ensure balanced energy allocation.
- Maintain forward momentum.

Where the original fixed what's broken, this version fuels what moves you.

INTRODUCTION TO THE EXERCISE

Suggested Time: 15 Minutes

Knowing your destination is powerful, but it's your WHY that keeps you moving. WHY-Mapping is a calibration tool designed to strengthen your emotional connection to your goals and sustain your motivation over time.

Use it to:

- Validate your direction.
- Strengthen and reconnect with your purpose when motivation dips.
- Spot imbalance across life paradigms.
- Recalibrate energy and commitment as needed.

HOW TO MAP YOUR WHY

1. Place your North Star vision in the centre of a blank page.
2. Draw 3-5 major goal branches radiating outward. Use the three paradigms to guide you (Money-Mission, Mental- Physical, Work-Life).
3. For each goal branch, ask:
 - "Why is this important to me?"
 - Then take that answer and ask "Why?" again.
 - Continue until you've asked "Why?" five times.
4. Circle the answers that resonate most deeply.
5. Reflect on your answers:
 - Does this WHY genuinely energise you?
 - Will it help you stay committed and balanced?
 - If not, what needs to change? your goal, your approach, or your allocation of time and energy?



CALIBRATION TIP: Use colour-coding for each paradigm (e.g. green = Work-Life, blue = Mental-Physical, gold = Money-Mission). This will help you spot imbalance or over-concentration.

IMPLEMENTATION SCHEDULE:

- Initial use: Right after defining your North Star.
- Monthly check-ins: Use for reflection and course correction.
- Quarterly reviews: Ensure ongoing strategic alignment.
- During major transitions: Career shifts, personal life changes, burnout, or recalibration periods.

This five-layer questioning method activates deeper motivation centres in the brain, strengthening the link between daily action and core purpose. The more you revisit your WHY, the stronger the neural connections and the easier it becomes to stay aligned and engaged