

# THE WHY

A GUIDE TO FINDING WHAT FUELS YOUR PASSION, IGNITES  
ENERGY, AND EVOKES URGENCY TOWARDS YOUR GOALS.



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Dave "Mr. Accountability" Anderson is a leading international speaker and author on personal and corporate performance improvement. After an extensive career in the automotive retail business Dave, along with his wife Rhonda, began LearnToLead - entering its third decade - with the goal to help individuals and organizations reach their personal and corporate potential.

The author of 15 books (most recently *Intentional Mindset: Developing Mental Toughness and a Killer Instinct*), and host of the wildly popular podcast, "The Game Changer Life," Dave's no-nonsense messages impact readers and listeners in over 145 countries. Dave speaks 100+ times per year to a wide array of businesses, athletic teams, and nonprofits. He is the creator of REDBELT4M, a virtual training platform for amateur and professional athletes, coaches, and athletic staffs.

His immediately applicable messages, energized and dynamic presentation style, and unmatched content positively focus, equip, and inspire teams to do better - and the principles he shares resonate with audiences from a broad spectrum of industries.

His direct, often humorous, and somewhat politically incorrect approach has earned him the nickname, "Mr. Accountability," and his in-the-trenches background of starting and running world-class businesses, coupled with his relatable non-academic approach creates unmatched connection that resonates with his audiences and moves them to action.

Dave and Rhonda are also co-founders of Matthew 25:35 Foundation, which helps feed, clothe, and house under-resourced people worldwide. In his personal time Dave enjoys the martial arts and holds a second degree black belt in karate. He has been married over three decades to Rhonda, and enjoys life as a grandpa immensely.



**“SUCCESS IS NOT  
A DESTINATION  
THING - IT IS A  
DAILY THING.**



The Game Changer Life Podcast



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Dave Anderson



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Listen to Dave's energetic and wildly popular podcast, *The Game Changer Life*! Never miss an episode by subscribing on Apple Podcasts, Spotify, iHeartRadio, or wherever you listen to podcasts.



Check out our Facebook page **@TheGameChangerLife** for interactive posts, videos, and conversations about how you can live the game changer life.

Follow us on Instagram **@learntolead100** for a behind-the-scenes look at LearnToLead, motivational tips, fashion advice from Dave and much more!



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# The Compelling Power of WHY

Your “WHY” is your reason(s) for doing what you do. It answers the questions: *Why do I get up in the morning?* and *Why should anyone else even care?* When bold and compelling, it stirs up and sustains your internal fire, your hunger—the red belt mindset—and powers you through setbacks, hurts and disappointments. Your WHY gives you something worth fighting for, stretching for, and creates new purpose and energy for each day, in everything you do. Your WHY fuels passion, ignites energy and evokes urgency. With a powerful WHY you never think about getting through a day, or through a practice, or through a game; but changing the game, getting from the practice, and making each day a masterpiece.

Your WHY is personal. It may change from time to time. To be truly compelling, it should and will include aspects and elements of survival (basic needs), material (things you want), external (adding value to others), legacy (leaving the world a better place than you found it, and connecting others with the higher power in their life), and virtue (who you want to become).

Take your time and think deeply about your WHY. When created from the depths of your heart, it will become the canvas whereupon you create an incredible life; a hungry life; a purpose-driven life; a life that elevates your performance and significantly impacts others.

## Here’s WHY I:

- Work so hard.
- Sacrifice what I want now for what I want most.
- Give up unproductive habits.
- Develop productive habits.
- Give up unproductive associations.
- Seek out and develop productive associations.
- Spend less time with amusement and more time working on myself.
- Remain humble and listen to feedback that will help me grow.
- Keep my commitments even when it’s not easy, cheap, popular or convenient.
- Build a rock solid character by making right choices daily; even when I’d rather do something easier.
- Always do more than is expected.
- Never go through the motions, or budget my efforts.
- Fully engage myself wherever I am at the moment.
- Bound out of bed in the morning.
- Refuse to believe I’ve had a “bad” day; only a less good day.
- Endeavor to be fully used up at the end of each day, and at the end of my life.

## “Stay Hungry Red Belt” Survival Reasons

List basic needs you must obtain or maintain for yourself or those you care most about: living in a safe place; eating regularly; maintaining good health; not losing your home; not going broke; not going hungry; etc.

[illegible]

## “Stay Hungry Red Belt” Material Reasons

List things you want for yourself or for those you care most about: homes; cars; vacations; awards; investments; retire at certain age; various passions; "toys"; etc.

[illegible]

## “Stay Hungry Red Belt” External Reasons

List value you want to add to others: a difference you want to make in a friend's, relative's or teammate's life; a cause that grips your heart; wrongs you want to right; someone to prove right; someone to prove wrong; people to train or mentor; etc.

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## “Stay Hungry Red Belt” Legacy Reasons

List what you want to do to live on beyond your life, a legacy: mission work or mission trips; advancing your faith to other people; creating resources that add value long after your life; etc.

[illegible]

## “Stay Hungry Red Belt” Virtue Reasons

This addresses the type of person you want to become. "Virtue" is defined as showing high moral standards. This may include things like: honesty, keeping commitments, being coachable and humble, selfless in service to others, prompt and dependable, etc.

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# Closing Thoughts:

- Review your reasons—your WHY—daily, as part of your unstoppable mindset routine. Weave them into your mind, will and emotions; into the depths of your heart.
- Remember that hunger is defined as: an intense desire, a compelling craving. Something intense and compelling moves you. If your reasons stop moving you, they're either the wrong reasons, or they aren't big enough reasons.
- If your WHY doesn't make you do something DAILY you wouldn't normally do without the WHY, then the WHY isn't big enough.
- Pay it forward: teach someone else about the WHY, help them discover their own WHY, and share this exercise with them.

# A White Hot WHY Summary:

Now that you've listed your reasons in five key categories, create a summary of your White Hot Why (two-three sentences at the most). The summary defines the WHY; the reasons you've listed describe what the WHY looks like in specific detail.

Example: Dave Anderson's personal WHY:

*To live to my maximum potential as a human being, to provide the tools and inspiration for others to do likewise, and to bring glory to God in the process.*

I have dozens of reasons—goals—that describe what this WHY looks like specifically:

- "X" number of books to write.
- "X" number of presentations to conduct and people to impact.
- Financial and retirement goals.
- "Toys" to enjoy.
- Dollars to contribute to churches, charities and our Matthew 25:35 Foundation.
- Countries to visit on mission trips.
- Things to do, places to go, and experiences to share with my family and friends.

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