

The “WHY” Factor

➤ **Keynote / Workshop**

Most will agree that achieving any goal requires a plan. But, often a critical area is left out. Even the most comprehensive business plans usually neglect to include such a key element. That element is having a strong enough “WHY”. Without it, most of us will renegotiate with others or ourselves when things get tough (and they will). We need to have something that drives us under any circumstance. This session delivers a simple method to develop your “WHY” and use it to achieve any personal or professional objectives.

ARE YOU LOOKING FOR THESE RESULTS?

- **Develop a powerful and unyielding WHY**
- **Access a bottomless well of passion**
- **Achieve any goal you desire**
- **Improve performance and productivity**
- **Power through problems & challenges**
- **Maximize value to yourself and others**

DISCOVER these seldom used techniques!

- **interactive validation**
- **innovative “WHY” filtering**
- **visualization training**
- **written “WHY” plan**
- **associative conditioning**

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Why Is Stephen Libman An Expert On Developing Purpose?

In his earlier years Stephen fell short of many personal and professional goals. In his quest for the causes and solutions, he interviewed people who seemed not to be similarly affected.

As a result, he discovered how they had achieved their unwavering drive. He quickly applied this knowledge himself. The results were so impressive that he developed a teachable program sharing the same simple yet dynamic principles.