



LEADERSHIP GUIDE

# TAKE Charge

College Readiness



FranklinCovey | EDUCATION





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FranklinCovey is a global, public company specializing in performance improvement. We help organizations and individuals achieve results that require a change in human behavior. Our expertise is in seven areas: Leadership, Execution, Productivity, Trust, Sales Performance, Customer Loyalty, and Education.

For more information about *The Leader in Me* or other FranklinCovey Education offerings, please email: [educate@franklincovey.com](mailto:educate@franklincovey.com) or call: 888-868-1776.

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# Foundation



# Your Compelling Why

Begin With the End in Mind and find a compelling why that will motivate you as you face obstacles in your post-secondary education.



## Reasons to Continue Your Education

Starting your advanced degree is a big decision that will start a domino effect in your life. It can be intimidating, but let's talk about some of the reasons to go. There are countless reasons for advancing your education and there is no one right or wrong reason. Review these commonly-cited reasons. Circle any that motivate your decision to go to college, or write your own.

INCREASE STANDARD OF LIVING

MAKE MORE MONEY

HAVE MORE OPPORTUNITY

ENRICH SELF

SOCIAL EXPANSION

LIVE A HEALTHIER AND HAPPIER LIFE

GET A FRESH START

ACHIEVE INDEPENDENCE

CHANGE THE WORLD

GET INVOLVED

MAKE CONNECTIONS

PLAY SPORTS

PLEASE PARENTS

FIGURE OUT WHO YOU ARE

HAVE SOME FUN

GET A CHANGE OF SCENERY

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## The Process of Finding Your Why

While having reasons expanding your education is good, that isn't necessarily a compelling why. A compelling why is a reason for attending that is strong enough to overcome obstacles that might get in the way of finishing your degree. It is something that will motivate and inspire you.

What obstacles might get in the way of starting or finishing your degree?

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The process of finding a compelling why starts by getting to know more about yourself. In order for your why to be motivating it must be connected to something you feel deeply about—something you will still care about when the going gets rough. In order to find something you truly care about, you often have to dig deep and get vulnerable. It's easy to put on a face, or a mask and pretend to be a different person than you really are. If your compelling why is connected to a mask you put on, it will not be strong enough.

Here are the steps to finding a compelling why that will see you through:

- 1. Get to know yourself—your talents, interests, passions, dreams.
- 2. List reasons for continuing your education.
- 3. Combine your passions, goals, and reasons into a compelling why.
- 4. Ensure that your why is strong enough to overcome obstacles.

Do some personal exploring by answering the following questions. Then circle answers that connect or relate to each other.

WHAT IS IMPORTANT TO YOU?	WHAT INTERESTS OR CAUSES ARE YOU PASSIONATE ABOUT?	HOW WILL GETTING MORE EDUCATION HELP?	REASONS FOR ADVANCING YOUR EDUCATION?

What could be a compelling why for you?

How would this compelling why help you overcome the potential obstacles you listed earlier?

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