

THREE REASONS TO ASK WHY EVERY DAY

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During a recent conversation with a family member, I was introduced to [Simon Sinek's TED talk *How Leaders Inspire Action*](#). This talk discusses the importance of operating both professionally and personally based on a specific purpose. In order to decipher those motivators, we must ask one thing: *Why?*

Asking *why* can help ensure that we are getting the most out of our relationships, both with others and ourselves. Sinek references significant history-making individuals, like Martin Luther King, Jr. and the Wright brothers, to illustrate that it is not so much what you do *but how you do it*. This is evident in the variety of work done in PR, [where consistently evolving news](#) requires a stable adaptation to change along with relationships based on shared beliefs and goals, trust and enthusiasm.

Identifying the purpose behind our actions applies not only to business practices and relationships, but also to personal passion. When we challenge the status quo, we can stimulate a new perspective on facets of work and life that might otherwise go unexamined.

Asking *why* encourages us to do the following:

Step out of the typical structure. Sometimes the “this is how it’s always been done” approach doesn’t satisfy a situation. Stepping back and evaluating the variety of potential possibilities can lead to different methods of success.

Create meaningful connections. As Sinek’s TED talk expresses, people unite when they share beliefs. Whether this means values, goals, or even a favorite college sports team (Go Illini!), labeling our beliefs makes us more focused and relatable to clients and coworkers, and opens doors for future relationships.

Explore conversation and innovation. Although it can be difficult to address change or establish goals, asking *why* can strip down an issue or idea. Once at the root, there is room for growth through discussion, critical thinking and fresh thought.

So, when it comes to asking questions, *why not?* How has asking *why* (or not) made an impact for you?