

Untitled Document

“He who has a why to live can bear almost any how.”

So said philosopher Friedrich Nietzsche, born in 1844. From the earliest philosophers to latter-day

Discovering people's 'why' is the mission of co-founders Ridgely Goldsborough and Gary Sanchez

Ridgely is an American marketing expert and I suspect the plan was initially to get companies to di

It's like this: You fall victim to your circumstances if you don't know your 'why'. You never define life

There's a definite 'why' behind acting the way you act, thinking the way you think, dressing the way

'The Why Engine' declares that there are nine different 'whys' with an unlimited number of 'hows'. A 'ho

1. To contribute to a greater cause, add value or make a difference: Mahatma Gandhi, Mother
2. To build trust or create relationships based on trust: Goethe, Elton John, Stephen Covey and
3. To make sense out of things, especially if complicated or complex: Alan Watts, Benjamin F
4. To find a better way: Elon Musk, Isabel Allende, Bela Karolyi and Ross Perot.
5. To do things right or the right way: Henry Ford, John Wooden, Eleanor Roosevelt and W C
6. To think differently and challenge the status quo: Steve Jobs, Herb Kelleher, Sara Ramirez
7. To master things or seek knowledge: Albert Einstein, Stephen Hawking and Michelangelo.
8. To clarify, create clarity and understanding: Robert Frost, Vincent Van Gogh and Ludwig W
9. To simplify: Confucius, Joan Miro, Peace Pilgrim and Henry David Thoreau.

So, girlfriend, what's your number? I've really been pondering this. With this 'why' knowledge in mind, f

I can comprehend why I chose to do promotional work for an alternative health company, instead of the

So, I guess I must predominantly be a number six. 'The Why Engine' names the example of Apple

But, thinking differently is not an end in itself. So what if you sit somewhere on an island thinking d

I guess it's like Walt Whitman says in 'Song of myself'. He starts off by saying "I celebrate myself, a

In 'Night train to Lisbon' Pascal Mercier asks: "Given that we can live only a small part of what ther

"We are all patchwork, and so shapeless and diverse in composition that each bit, each moment, plays