

The "Big Why" Exercise



Background

This exercise is called the "5 Whys Technique" and was created by Sakichi Toyoda. He was a Japanese industrialist, inventor, and the founder of Toyota Industries, back in the 1930s. The "5 Whys Technique" gained popularity in the 1970s and is still used by Toyota today to solve problems.

Instructions

You will answer the following 5 questions as honestly as possible. Once you have answered Questions 5, you will have finally reached your "Big Why" as to why you are in Real Estate Sales or why you would like to make it your career.

This should be always in front of you and your family. It should be the most important thing considered when doing business and life planning.

Question #1: *Why did you make the decision to become a real estate agent?*

Answer:

Question #2: *Why do you want this?*

Answer:

Question #3: *Why do you want this?*

Answer:

Question #4: *Why do you want this?*

Answer:

Question #5: *Why do you want to this?*

Answer:

Your *Big Why* Is:

Note: This exercise is provided for informational and educational purposes only. It is not intended to serve as professional, legal, financial, medical, or psychological advice. The results and conclusions derived from this exercise are personal and subjective to the user. The creator, publisher, and any associated parties assume no responsibility or liability for any actions taken or decisions made based on the use of this exercise. By using this exercise, you agree to release the creator and publisher from any and all liability for any outcomes that may occur, whether directly or indirectly, as a result of applying this exercise. Always consult a qualified professional before making significant personal or business decisions.



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