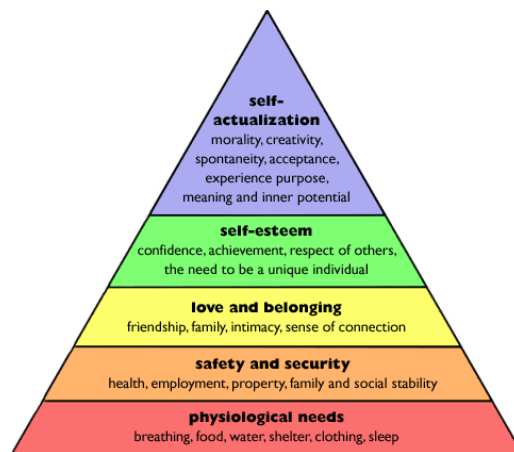


What is Your Why?

If you want a career in coaching or bodybuilding it's important to know how and what to do it. But the why behind what you do is the deep level meaning that will help you see your goal to its fullest potential. Success is not seen in a few months of bodybuilding, it takes years, so the why must strong enough to withstand adversity that is sure to come and try to stop your goals from reaching fruition.

A great place to start to find you why is Maslow's Hierarchy of Needs. Maslow created a pyramid of human needs starting with the most basic need at the bottom, up to the highest deep level needs at the top.



The highest level of need to meet is becoming self-actualized. So, if you are bodybuilding to put food on the table or make money that isn't a deep level need. Bodybuilding for a status level or respect amongst peers is higher up in human needs, but still lacks that deeper emotional connection.

Bodybuilding for self-actualization is the highest level need to meet for us. Self-actualization is the pursuit to live up to one's fullest potential, basically be the best person you can be. The passionate feeling you get to do something, that internal drive, that is your why. These are things you would do for free and that bring you great joy. That pursuit of passions is part of becoming a self-actualized person and meeting a deep need for you as a human.

Self-actualization is the what, but how do we actually get it? We can look to high level athletes to the psychosocial attributes they have for being successful and fostering the need of self-actualization. See which area you can work on or are lacking in. Seek to improve that area and help foster your passion even more.

9 Attributes seen in high level Olympic Athletes¹

1. Superior Self-regulation

- Possessing a higher level of competence in learning and self-awareness. Ask the whys to what you do and learn more about the process. For you clients provide resources so they can learn more and gain competency.
2. Intrinsic Motivation
 - Focus on the enjoyment of the process rather than the outcome. Going into a gym session focus on the part you love that brings you happiness, rather than the outcome of lifting X number of weights or X amount of cardio completed. Competition day put focus to the feeling of stepping on stage over the outcome of a placing.
 3. Effective Visualization and Imagery Strategies
 - Mental rehearsal and visualization as a preparatory strategy. Experimentation with other perspectives. Visualization yourself being successful lifting for “Personal Bests” or walking on stage and showcasing your work. Seek out other perspectives.
 4. Reliance of faith, routines, or rituals
 - Most athletes have a set routine to follow. Believe in your process and have that routine in place of things you do that make you successful. (pose every day, I go to sleep at 10pm, I drink 2 gallons of water per day, etc.).
 5. Strong work ethic
 - Meticulousness in preparation and actively seeking out experts. You must work hard to achieve high level success. Find opportunities that allow you to work harder. Do you skip cardio sometimes or eat some extra peanut butter? All the details matter.
 6. Self Confidence
 - Self-assurance in one’s abilities. Speak it out to the world what you want to accomplish, it’s okay if it sounds crazy.
 7. Effective Coping Strategies
 - Keeping a positive mindset and balanced perspective. Journaling can help in the area if you react negatively to something write it down and then write the positive version of it or why in the big picture is not a big deal
 8. Having the right support team
 - Have positive influential people in your life that build you up. Get more people around you that want you to succeed. Lose the people that are always negative and bringing you down.
 9. An Athlete-coach relationship
 - A coach that can provide inter-personal and relational support, not only technical. Find a mentor or coach that deeply cares about your success.

To become successful in anything we must have a deep level why and foster that purpose with supportive psychological tools to have a sustainable approach that we can adhere to for the long term.

Reference

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