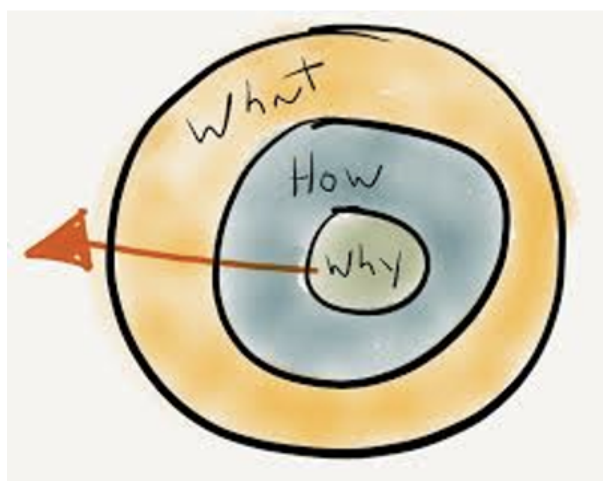


Why Approach!

In our daily work, many tasks are performed without considering the true 'purpose of the job.' Individuals often carry out their responsibilities as instructed, without delving into the underlying reasons. However, merely executing tasks without understanding the 'why' can impede progress and limit one's ability to ascend the professional ladder.

The fundamental approach is symbolically depicted in the accompanying image. The outer layer of the circle represents the 'what' – the basic knowledge of what needs to be done in any activity. The subsequent layer is the 'how' – understanding the methodology to execute the task. To achieve perfection, however, one must grasp the 'why' behind the task. This 'why' serves as the core, as illustrated in the picture.

The knowledge of 'how' is predominantly derived from experience, and while some individuals may imitate others to accomplish tasks, both approaches have inherent limitations. Consulting relevant literature and contemplating the 'why' behind a task enhances the understanding of 'how' and propels individuals to the next level, ensuring flawless results.



Possessing knowledge of 'what' is to be done is a prerequisite to securing a job. Those who understand 'how' to perform a job are employable. However, fewer than 10% of individuals ponder 'why' a particular job needs to be done.

*"People who know 'how' to do a job will get a job.
People who know 'why' to do a job will become his boss."*

The pursuit of understanding the 'why' behind our actions not only advances individual growth but also paves the way for leadership roles with the ability to yield impeccable results.