

# THE KEY QUESTIONS PYRAMID

Make Winning Easy | Worksheet

Name:

Date:

**Instructions:** Pick ONE quarterly goal to work through. You'll move down the Key Questions Pyramid from surface-level HOW to your deepest WHO, then build back up to concrete weekly and daily actions. Write quickly and honestly — first instincts are usually best.

## PART 1: GO BIG | Down the Key Questions Pyramid

### STEP 1: HOW — My quarterly goal / initial question

*How can I \_\_\_?*

### STEP 2: WHAT — What does "done" look like? Be specific and measurable.

*I will know I have accomplished this when \_\_\_.*

### STEP 3: WHY — The Five Levels

Ask “Why does this matter?” five times. Each answer feeds the next question. Your surface level why is almost never as powerful as the deeper why. The one that has the most emotional impact on you is usually the truth.

**1** Why is achieving this goal important to me?

**2** Why does THAT matter?

**3** Why is THAT important?

**4** Go deeper. Why?

**5** The real reason. Why does THIS matter most?

**STEP 4: WHO** — Who do you need to become to make this inevitable? Who will you be when this goal is accomplished?

*Write an "I am" statement. Not what you need to DO — who you need to BE.*

**I am** \_\_\_\_\_

**I am** \_\_\_\_\_

**I am** \_\_\_\_\_

## The Weekly Focus Block

What is the ONE most important thing you could spend 1–2 hours on each week to move this goal forward?

**A good Focus Block:** Is the thing you're most likely to procrastinate on (that's Resistance telling you it matters) • Is a creating activity, not consuming • Has a specific day and time on your calendar • Starts with blocking all distractions

**My Focus Block activity:**

**Day & Time (put it on your calendar NOW):**

## The Daily Habit — Reconnect

Review your 5-min daily habit from Session 2. Does it still serve this goal and this identity? Your daily habit should be a micro-expression of your WHO.

**Current daily habit:**

**Keep as is, or adjust to:**

## The Environment Check

What is ONE thing you can change in your environment — physical or social — to make the Focus Block and Daily Habit easier? Remove friction for the good behavior. Add friction for the distractions.

### My Commitment Stack

**My goal is:** ( How can I....)

**What done looks like:** (specific outcome)

**I'm pursuing it because:** (deepest Why)

**The person I need to be:** ("I am" statements)

**Every week I will:** (Focus Block + day/time)

**Every day I will:** (Daily Habit)

**To make this easier, I'm changing:** (Environment)

CLOSE

One insight I had today that I didn't have when I walked in:

Accountability Buddy:

Send commitment stack by: