

# MO HAGAN

INSPIRING POSITIVE CHANGE WORLDWIDE



**MO'VING YOUR  
WHY FORWARD  
IN 2022**

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# MESSAGE FROM MO DON'T LOOK UP - LOOK FORWARD

While 2022 has not started out the way we anticipated, there is hope and optimism for the year ahead.

Why? We are leaders and as leaders we are optimistic by nature, resilient through our nurturing, Knowing and powering up your reason for existence (knowing your WHY), and why you chose your particular career as your profession of choice is going to be your MO'st important focus as you navigate this year. I am here to support you in powering up your WHY and this is the reason for which I have created this self-directed activity guide and resource. Trust me....tapping into this WHY power will fuel your passion to keep you MO'ving forward.

Knowing why I exist fuels me to act from a place of purpose, fueled by enormous passion to help move forward and to inspire others to take the necessary steps to do so. This is not the time to sit back and wait, or look up and wonder what the future will be like post pandemic. It's time to act now! We all can inspire change. Consider also, that your actions will in part contribute to an overall impact that society will experience. Decide how you want to show up in your community, in your personal relationships and interactions. When you look back on this epic time in history, how proud do you wish to feel? This feeling is where your passion is found.

Remember too that leading through your own action will inspire others whether you realize it or not. Be the change you seek in the world and help others do the same through your leadership and influence. I'm here to guide you on this epic journey of knowing WHY and MO'ving it forward in 2022!



Photo credit: Dawn Bowman

A handwritten signature in black ink that reads "Mo Hagan".

**MO HAGAN**



## PART 1: RECONNECT WITH YOUR WHY AND RE-INVENT YOUR APPROACH TO 2022!

The New Year is the most historically and universally recognized holiday. Regardless of race, gender, age, ethnicity, country or culture, there has always been this common recognition for celebrating a fresh start and the hope and possibilities for the future. A New Year is a time to reflect on the experiences and lessons learned from the past year based upon which we can re-envision the trajectory of how we want to shape our lives and careers in this next year. Most people start by making New Year's resolutions – which is a traditional activity for the New Year. While I commend you for the desire to make a New Year's Resolution for self-improvement, this may not be the best approach to take, and I will explain why.

Year after year, the evidence shows that most people give up on their resolutions before much time has passed in the new year. [One study](#), reports approximately 80% of Canadians fail to keep their New Year's resolutions. That means only about 20% are successful. The top resolutions made by Canadians fall into three areas: [physical health](#), [weight loss and eating habits](#). One of the many issues with the traditional New Year's resolution approach is that we make resolutions that are too big, too unclear, and directed by someone else's opinion and values or something external to us. We believe that by following the norm – make more money, lose weight, exercise more, eat healthier etc. will solve our problems, make us "happier", more successful and help us find greater fulfilment. However, these goals are disconnected from honest fulfilment and being true to yourself. There must be a better way. And there is. But what might an alternative approach look like?

Being a fitness industry leader for the last four decades, I have seen many examples of New Year's resolution attempts over the year. However, [research](#) on New Year's resolutions shows that those who make approach-based goals are more successful in achieving their intended results, compared to those who set avoidance-based goals.

# MO'VING YOUR WHY FORWARD IN 2022

An approach-based goal is one that is directed towards achieving a positive outcome, while an avoidance-based goal is one that is directed towards avoiding a negative outcome. These two types of goals have two corresponding types of MO'tivation (one of my favourite topics, of course!): approach motivation and avoidance motivation ([Wimmer et al., 2018](#)), which influence feelings and emotions that drive behaviour.

This year I would encourage you to take an alternative approach to setting your direct for 2022. Start with WHY. This approach connects to the approach-based goal setting and approach motivation. Simon Sinek who wrote the book *Start with Why* describes a person's WHY as a deep, driving purpose, belief, or cause, that motivates the actions we take in the work we do, our learning and our life. In the book, *Start with Why*, Sinek (2009) presents a framework called The Golden Circle which has three rights: the Why, the How and the What. The Why is the inner circle, the How is the middle circle and the What is the outer circle.

Most people take an outside in approach and set goals they think will make them happier and their lives better when they are accomplished. However, Sinek (2009) flips this paradigm and suggests we follow an inside-out approach – find your Why or start with Why and work your way outwards through the HOW and the WHAT. Another person who I follow and from whom I have learned a great deal about finding or, as he says, remembering your “WHY” is Canada's #WHYGUY Gerry Visca.

The thing about your WHY is that you never lost it. It has and always will be a part of you. This makes the “resolution” to change not so much about reaching for an external goal or trying to meet a specific standard expectation set by society, but about doing something that comes from within you that is aligned with the reason for your existence. Can you see the difference that this shift in perspective will make to how you approach and re-vision your goals and outlook on 2022?

**“I EXIST TO MO'VE PEOPLE AND BUSINESSES FORWARD BY POSITIVELY INFLUENCING CHANGE SO THAT PEOPLE ARE INSPIRED TO LIVE THEIR TRUE PURPOSE”.**

When you know and start with WHY it does not matter what happens in the world around you, there will always be a way.

Interested in learning more about re-connecting with your WHY in 2022? Check out the feature article I co-authored for the January/February 2022 canfitpro member magazine. In this article, you will learn how to create your WHY statement and the science between WHY work and goals.

**“I exist to MO've people and businesses forward by positively influencing change so that people are inspired to live their true purpose”.** This is my WHY statement and I am proud to serve the world in this way. Knowing WHY fuels my passion to work and live with intention. Knowing and declaring your WHY will help you do the same.

Consider [becoming a canfitpro member](#) this year. A canfitpro membership is for anyone – you do not have to be a fitness professional! By belonging to canfitpro, you are becoming part of a community of committed health and wellness enthusiasts, influencers, and professionals. Besides being part of a thriving community of people interested in supporting the health and fitness of Canadians, you will have access to exclusive benefits, discounts on conferences and training with canfitpro and other partners. The passion and the energy that exudes from this community is unlike anything I have ever experienced. The power of community within the fitness industry is the reason I have made it my career for the past four decades – and I don't have plans for MO'ving on or changing that anytime!

# ACTIVITY 1: DECLARE YOUR WHY STATEMENT

I exist to \_\_\_\_\_ so that \_\_\_\_\_.

[contribution] [impact]

\*Contribution = how you use your passion or wish to use your passion/put your passion into action. It does not have to be what you are doing now it can be something you hope to be doing. This comes from looking inward.

\*\*Impact = the result/difference you make in the world/your community by getting up every day and living your WHY. This comes from looking outward.

## PART 2: RENEW YOUR RELATIONSHIPS TO SHARE YOUR WHY IN 2022!

Once you understand your WHY, it becomes more powerful and helps you become more influential when you share it with the world.

To share your WHY you need to have people around you to share it with. This is where renewing your relationships and building community becomes important. Who do you want to surround yourself with this year? Who will inspire you and help you aspire to become a better version of yourself this year? The sense of belonging to a group of community is something we all share.

Reflecting on some of the amazing people I have met over my years working in the fitness industry, I have to say that those who inspired me the most learned how to live and breathe their WHY. It became something that I could feel whenever I worked with them or spent time in their presence. One individual, who's WHY shone, like her smile always did every time she walked into a room or stepped on the stage at an industry event, was the late Sharon Mann.

Sharon's WHY was: "to become the best mother, wife, daughter and friend that I can be. To give back, to share what I've learned and to give breast cancer patients hope. To share my knowledge on prevention and to inspire people to take control of their health, ask questions, be curious and to never give up". -Sharon Mann, 2018 Defyeneurs Magazine

Read more about Sharon Mann and the incredible impact and influence she had on the fitness industry in this [blog\\_post](#) from canfitpro.

This New Year, choose WHY. Then consider HOW and where you want to reimagine, reconnect and reinvent yourself and/or your career and relationship in 2022. Lead yourself this year by getting clear on your WHY and renewing your relationships and by doing so you will improve both the inner and outer support and stability you experience in your life in 2022. By taking these two approach-based routes, no matter what happens, you will become a better version of yourself in 2022-I know it!





Photo credit: canfitpro

## ACTIVITY 2: REFLECT ON YOUR RELATIONSHIPS

Reflect on which communities you are a part of. What do healthy relationships look and feel like to you?

How do you define belonging?

How might you be able to share your WHY with your friends and community? Give 3 examples.

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_





Photo credit: Dawn Bowman

## HOW TO LIVE YOUR WHY IN 2022!

Once you know WHY it's important to put it into action and share it with the world. This is when you move from knowing WHY to figuring out your HOW. Your Why makes you unique but it is not meant to be kept to yourself. It is meant to be shared with others to make your community and the world a better place. It is HOW you do what you do to realize your WHY that brings your WHY to life and can help you shine in your life and career.

Trends and industry reports are one way you can start taking action and finding a direction for your WHY. Think of the trends like goal posts. When you kick a soccer ball to score a goal, you are looking for the net or goal posts for where to take aim and in what direction to go. Goal posts help you with being more precise and purposeful with the shots you take and score better results for you and your team.

Industry trends act in the same way - providing guidance, insights on how to plan your approach to go with your business and career.

If you are a fitness professional, canfitpro's Fitness Trends Reports can show you HOW to put your WHY into action. Trends reports are a helpful tool to anticipate how you can pivot, set goals, and shape your strategy for the new year. Even if you are not a certified fitness professional (yet!) there are still many interesting and I encourage you to download the report [here](#).

Briefly, the top 5 trends correspond to the following themes: mind-body programming, diversity, nutrition, fitness as a family, and demand for quality in fitness experiences.

# MO'VING YOUR WHY FORWARD IN 2022

Considering the uncertainty and disruption we have all had to face in 2021 with the continued repercussions of COVID-19, the rise in demand for mind-body fitness offerings as the #1 top trend this year is a good reminder to all of us how important our mental health is and that it needs to be a priority, especially in 2022! You may also consider canfitpro's Stress Resiliency Course to find strategies to help both you, your family and those you work with navigate change and the challenges ahead this year. This is an area I am committed to supporting as I MO'VE through 2022 with a regular meditation practice.

Meditation has been cited by The Harvard Business Review as one of the top Success Habits for the 21st century Leader. Why? Meditation calms and conditions the brain and mind. Through meditation you actually build and strengthen Life and Leadership skills such as resiliency and so much more. If you are looking to get started with meditation or are looking to switch up your practice, check out this album of meditations I created with my Meditation Coach Angela Kontgen to help Leaders take their mind, their life and leadership to new levels and each and every one of us is a leader in some way, shape or form so I believe we can all benefit from taking time to work on and develop our leadership abilities.

Having ways for HOW you can take action to keep your WHY alive in 2022, no matter what life throws your way, is essential. Take some time to create a list of different ways for HOW you see yourself living your WHY in 2022. You can draw inspiration from your industry trends or reports. This is another reason it is good to stay on top of current events and education in you're your field by reading, attending conferences, taking courses, listening to podcasts etc! Create your list and keep it close to you and keep adding to it when you learn more as you MO'VE forward into the New Year.

## CANADA'S FITNESS COMMUNITY TRENDS REPORT

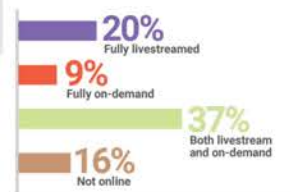


After a prolonged period of stress and uncertainty, and pressure to adapt to a virtual world, the fitness community is ready to further evolve service offerings and have a positive outlook for 2022.

### THE TRAINER-CLIENT RELATIONSHIP CONTINUES TO DEEPEN AS FITNESS PROFESSIONALS EVOLVE INTO WHOLE-BODY HEALTH COACHES:



### Percentage of survey respondents who moved service delivery online for personal training or group fitness.



### Percentage of survey respondents who experienced growth in total regular members by moving services online.



**78%** of business owners say they experienced higher than normal levels of stress as it relates to management of their businesses, retention of staff and members, and adoption of new tech.

**61%** of fitness professionals say they experienced higher than normal levels of stress as it relates to financial stability, ability to adapt service delivery models, and ability to adopt new tech.

### Important business areas in 2022:

**53%** of business owners plan to invest in their digital presence

5 in 10 business owners say they are most concerned with financial stability:

- Efficacy of marketing activities
- Strength of sales and revenue streams
- Recruiting and retaining fitness professionals
- Ability to integrate and adopt new tech

#### Keeping a Pulse on Our Fitness Community

The canfitpro Fitness Trends Survey was open from November 1-13, 2021. More than 54,000 fitness professionals and over 3,500 fitness business owners from across Canada were invited to participate through email outreach and social media promotion.

## FITNESS TRENDS REPORT

NOVEMBER 2021

canfitpro

Download the full report at: [www.canfitpro.com/trendsreport/](http://www.canfitpro.com/trendsreport/)

# ACTIVITY 3: WRITE ABOUT HOW YOU WILL LIVE YOUR WHY

HOW will you bring your WHY to life and keep it alive in 2022? List 5 ways.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_



## PART 4: HOW TO LIVE YOUR WHY MO'RE INSPIRED!

In this final section, I am going to give you a look ahead to 2022 and share MO're exciting ways for HOW you can find strategies and ideas to live your WHY to the fullest this year!

A great exercise to help you see HOW to live your WHY and feel MO're inspired is to create a Vision Board.

A Vision Board is a visual representation of what you want to create, experience and the goals you want to achieve. To do this, start by putting your WHY Statement in the middle of the board. Find images that embody your WHY that correspond to different areas of your life i.e., family, health and fitness, career, and education etc. I also recommend you choose a "word of the year". For myself, my word for 2022 is "INSPIRE". I invite you to give this strategy a try!

Having your WHY statement and word for the year will help guide your decisions and the action you take this year. Through this exercise you will connecting your WHY with HOW you will live your WHY in a powerful way. It is a great and super fun first-action strategy to help you start to not only live your WHY but manifest it in your life. When you have completed your Vision Board, post a photo to social media, and tag me @mo\_hagan and @canfitpro. I would love to know your WHY and see your vision of HOW you will bring it to life!



# MO'VING YOUR WHY FORWARD IN 2022

New and continuing education and events-like conferences – are places to find inspiration for HOW to put your WHY into action. Conferences are one of the best ways I know to gain fresh insight for new opportunities for HOW to maximize your WHY. They are hot spots for massive energy and INSPIRATION. Continually upskilling and staying current in light of new education and developments in your field is so important to your personal brand, as well as helping you figure out HOW to live your WHY. Also, continuing education connects to the 5th trend in canfitpro's Fitness Trends Reports - the rise in the demand for quality. Fitness professionals indicated that "The industry will experience a new demand for quality innovation to maintain and grow client and member base." Attending conferences and events will help you stay ahead of the latest and the greatest insights and information in the industry so that you can provide your clients and members with the very best quality experiences. As the industry slowly reopens the demand for specialists will be greater than ever. Be one of them! Being only certified and, or licensed to practise will not be enough in this new world.

Leading from an inside-out approach by discovering and sharing your WHY will give you a more powerful level of confidence and conviction in WHAT you do. Therefore, it is so important we all commit to doing the work to understand our WHY and be brave enough to declare it, explore and take action with HOW we can bring our WHY to life. Considering the second trend-increased need for, awareness and appreciation for diversity - there has never been a better time to find out what makes you who you are, share your authentic truth, your unique perspective, your talents, and insights with the world to maximize your impact and influence. Doing so is what will guide us to make a meaningful impact and positive difference in our lives not only for ourselves, but also for our friends, families, and communities. It all starts with WHY my friends! Make that your theme and north star as you start and MO've through 2022 and you can't go wrong!



## ACTIVITY 4: MAKE YOUR VISION BOARD

**Step 1:** Brainstorm goals and separate them based on categories - i.e. work, health, education, fitness, family etc.

**Step 2:** Put your WHY statement in the middle of the board and your "word" for the year . This word should capture how we want to feel or the impact you see yourself making this year. I.e. My word is "INSPIRE".

**Step 3:** Arrange images around the central word and WHY statement based on those areas.

Bonus Tip: HAVE FUN! Get some scrapbooking supplies to make your mind map fancy - i.e. fancy letters, stars, washi tape etc.

# CONNECT TO YOUR WHY FOR A STRONGER 2022!

## Sue Staresinic's WHY Journey

I enthusiastically attend the August canfitpro conference every year. In 2019, delegates were asked to inscribe their purpose on sticky notes and post those inspiring words on a big, beautiful "WHY" wall. Regrettably, as a passionate PRO TRAINER and twenty-year veteran physiotherapist/fitness pro, I did not write on one of those sticky notes. I simply could not summarize my purpose in one sentence.

Around that time, I was struggling with social media and developing my personal brand. It was becoming increasingly evident that our WHY is the foundation for everything we do as professionals.

I could see the amazing effect that a clear sense of purpose had on industry leaders such as Mo Hagan, Enima Barry, and Kim Baskin. By sharing their journeys, they reassured me that even great leaders benefit from help to define their reason for being.

I invested in "WHY time" with #WHYGUY! Gerry Visca. It was such an instant game-changer that I felt compelled to share my experience in the WHY book of Courage.

A few weeks after submitting my chapter for publication, the pandemic sent us into lockdown. I shifted all my energy to the painstaking process of figuring out how to care for my clients and participants through unfamiliar virtual platforms. I was stressed and exhausted by the process until I had an aha moment on one of

my outdoor walks. I had my ear buds in, and I was listening to Nathalie Lacombe interview Mo Hagan in her podcast. Nathalie asked Mo what advice she had to help fitness professionals cope with the challenging circumstances brought on by the pandemic. Mo's advice was "remember your WHY!"

That shift in mindset changed everything. I realized that although I could no longer lead classes or treat clients in person, I could still live my purpose by helping clients enjoy pain-free movement through online classes and therapy. I could continue to train aspiring fit pros, creating a ripple effect of positive leadership. Instead of seeing technology as a barrier, I saw it as a blessing that would help me live my purpose without even leaving the house! It was incredibly rewarding.

In the fall of 2021, I was overwhelmed as the world reopened and several pre-pandemic activities flooded back into my schedule. I relied heavily on my WHY to help me make tough decisions about where to invest my energy and where to pull back.

Since gaining valuable insight into my purpose, I have reached new milestones and I am heading into 2022 with a distinct sense of direction for my career, my social media, and my personal brand.

## It Starts With WHY

In his best-selling book, *Start with Why*, Simon Sinek presents an innovative framework based on starting with WHY.

Sinek calls his model The Golden Circle, and it has three rings: WHY, HOW, WHAT. The WHY is the driving purpose, belief or meaningful cause that motivates us in our work, learning, and life. The WHAT represents the actions we take to realize our WHY—the real-world efforts that bring our WHY to life. Finally, the HOW is how you do what you do to realize your why. HOW we approach situations differs based on our deeper vision and WHY.

The normal way taken to goal attainment is from the outside-in, e.g., go from WHAT to WHY. Sinek encourages us to revolutionize our approach: learn and live from the inside-out, e.g., go from WHY to WHAT. Start with WHY and the HOW and the WHAT will follow. It is a revolutionary and much more inspiring and authentic approach.

Returning to Sue's story: Sue is a group exercise instructor and physiotherapist. WHAT she does in her classes and in her professional practice may be the same as the thousands of other certified fitness professionals and physiotherapists. HOW she approaches her job and shows up and performs in her classes rests upon her WHY and helps her differentiate herself. When Sue discovered her WHY, it did not matter the external circumstances and how the world changed so dramatically around her. She could adapt her HOW to realize her WHAT and became even more successful while staying more aligned and truer to herself by starting with and zoning in on her WHY.

# MO'VING YOUR WHY FORWARD IN 2022

The three layers in The Golden Circle have a physiological connection. The WHY and the HOW are related to deeper structures of the human brain - the limbic brain - which connects to our feelings. The WHAT, on the other hand, connects to the neo-cortex, a newer part of the brain associated with rational thought. The limbic brain creates an emotional connection - that gut instinct feeling - which moves powerfully drives behaviour toward our goals than starting with WHAT would. So, it makes sense to start with WHY. Let us revolutionize our thinking with an inside-out approach; the science of the brain proves it so.

Once you understand your WHY and the theory behind finding your WHY, bring this into your personal training and group fitness instruction. Help your clients understand the WHY connection between their goals and training. This approach will set a different vibe for you and your clients as you start a new year.

As one last piece of advice, do not wait for the "perfect" WHY. You will never have the perfect WHY statement. Your WHY is a living thing. It grows and changes

throughout your career as a fitness professional. Keep doing the work to refine it.

Spend some time with the New Year's energy to re-envision, reconnect, and power up your WHY to revolutionize 2022. Then go to [canfitpro.com](https://canfitpro.com) and complete the online quiz to earn one CEC (continuing education credit) when you complete your WHY statement. Use **discount code YOURWHY22** to receive the quiz for FREE! \*

**BONUS:** Share your why statement on social media and tag #canfitpro.

\*Discount code expires March 31, 2022.



**THAT SHIFT IN MINDSET CHANGED EVERYTHING. I REALIZED THAT ALTHOUGH I COULD NO LONGER LEAD CLASSES OR TREAT CLIENTS IN PERSON, I COULD STILL LIVE MY PURPOSE BY HELPING CLIENTS ENJOY PAIN-FREE MOVEMENT THROUGH ONLINE CLASSES AND THERAPY.**



*Emily Dobrich is a canfitpro Fitness Instructor Specialist with a BS: Food and Nutrition, BA Kinesiology and Master of Education in adult learning and global change.*



*Maureen (Mo) Hayin is an international award-winning fitness professional, creator of Women Who Influence and Chief Operating Officer for canfitpro.*



*Sae Starsinic is an award-winning fitness instructor, practicing physiotherapist and canfitpro FIS PRO TRAINER.*



MO'VING YOUR WHY FORWARD IN 2022

# MO HAGAN

INSPIRING POSITIVE CHANGE WORLDWIDE



<https://www.gerryvisca.com/product-page/why-time-mag-e-zine>

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