

# 3 steps to finding your clients why.



THE MOVEMENT  
CLINICIAN DEVELOPMENT

Train a little and  
play a little.

**But first, coffee!**



## INTRO

# If you find your client's true why, you can create an *excellent experience*.

We know that most people who come in think they want their pain to go away...but often what we find is that there's more to it than that. Finding the deeper-reason why they're coming in to see you can help create a truly meaningful rehab experience where your client is more likely to stay committed.

# Example

Let's say your client is coming in because of a knee pain issue that has been going on for months.

**Here's an example  
of a strong why...**



***My knee pain is interfering  
with my ability to go to  
CrossFit, which is where all  
my friends are and I can  
tap into my competitive  
nature.***

# **We can gather some valuable information from this *deeper why...***

**This person loves CrossFit.**

**CrossFit is where this person's community is.**

**This person identifies as competitive.**

# **You can use this....**

**This information can be used to create more meaningful sessions.**

## **CREATE MEANINGFUL SESSIONS**

- **Relate movements to CrossFit**
- **Show how they can modify**
- **Relate back to the why**
- **Use the competitive nature**

**If you find ways to modify, this keeps the person at the gym where their community is. You can relate your exercises back to what they want to get back to and emphasize the importance of completion of the program to build towards their goal. You can turn the competitive nature of this person into a positive. Compete to complete every exercise you program, have a timed test at the end of the program, etc...**

**Without a strong why, you wouldn't be able to create as meaningful sessions.**

**If you know that knee pain affects their ability to do CrossFit, but don't realize that this is tied to their identity and community, you might miss opportunities to create a strong therapeutic relationship and that person is more likely to lose interest / motivation and ultimately to fall off.**



## FINDING THE WHY

We'll take you through the **3 strategies** you can use to find the true why.

1.

Ask for 3 why's deep.

2.

Try asking the question in a different way.

3.

Explain why you're asking and come back to it later.

1.

# Ask for 3 why's deep.

WHY 1

Q. Why did you decide to come and see me today?

A. To see if I could get rid of my knee pain

WHY 2

Q. Why is it important for you to get rid of your knee pain?

A. It's interfering with CrossFit

WHY 3

Q. Why is CrossFit important for you?

A. It's where all my friends are and I love competing with them, I'm a highly competitive person.

# **There's a few things to keep in mind with this...**

**Be prepared to get deep.**

**You don't have to stop at 3 why's deep.**

**Be prepared to come across resistance.**

**When you're diving into identity, things can get deep. We think you can embrace this but it's important to be prepared. Also, resistance can occur as some people aren't open immediately or don't understand what you're asking. That's when strategies 2 and 3 come into play.**

2.

**Try asking  
the ques-  
tion in a  
different  
way.**

ALTERNATIVE QUESTION

**Q. If you didn't have any pain, how would this change your life?**

**Sometimes asking the question in a less direct way can lead to a more fruitful response. With this type of question, people often will tap into their why and then you can follow up a little more based upon their response.**

**3.**

**Explain  
why you're  
asking  
and come  
back to it  
later.**

IF ALL ELSE FAILS

Sometimes people either don't know why they want to get out of pain, or they just want to get to the point and don't understand why you're asking these questions.

You can explain that this information is important for you to understand how to structure the best plan as well as keep them motivated to achieve their goals.

It's okay that they don't have an answer to it at the moment and come back to it later.

***Most people will want to have an answer! Often-times they'll bring it up later. But if not, you can ask them later on if they've thought about what they hope to achieve.***

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