



## Why and how?

This technique accompanies the book '[Intention Matters](#)'. It may be of assistance when identifying, distilling or embedding your intentions -Steps 1, 2 or 3 of the IDEA framework.

1. Write down, or say aloud what your intention is.
2. Start with "I will" rather than "I want to"
3. Ask yourself 'why' and see what arises.
4. Ask yourself 'how does this feel'?
5. Make a note of any emotions – positive, negative, or neutral – that arise
6. Repeat until nothing new arises.

Here is an example of how Advik, the Indian social entrepreneur whose case study illustrates application of the IDEA framework, used this tool. Advik's case study can be found on my website [www. Intention-matters.com](http://www.Intention-matters.com)

- ☞ (my intention) "I will improve the quality of life of many people living in the developing world."
- ☞ (Why?) Because I think I can make a difference
- ☞ (How does this feel)? Great, but am I up to the challenge? Do I have what it takes? Isn't this what everyone wants – if so why has no one else achieved it yet?
- ☞ (my intention) "I will improve the quality of life of many people living in the developing world."
- ☞ (Why?) Because I think I have invented an innovative water purification machine, and if I can invent this I can do more
- ☞ (how do I feel) Excited by the possibilities

This exercise can be very useful in either reinforcing or reshaping intentions. It can also help you to surface unconscious fears or concerns, or unconscious thinking patterns that may no longer be serving you well.

### Key words:

Intention, Create the life you want, Manifest, Manifestation, change your life, achieve your goals, power of intention, Wish, Goal, Dreams, dream, Brain, Mind, Happy, purpose and values, purpose, Intention Matters, Science of intention, Neuroscience of Intention