



At AYW, we colour outside the lines.

Ask Yourself Why is dedicated to education. We focus on developing personal whys to elicit sustained joy in the everyday. Our community is inspired, energized, and captivated by the simplicity of our approach to achieving this objective.

Most often, simple ideas can lead to absolute clarity. Our approach to aligning the traditional exercise of establishing core values, setting goals, and committing to daily habits is unique. What sets us apart is what we have found to lie at the confluence of these ideas – personal whys.

AYW also provides a seamless set of tools that aid our community in achieving. Your Cash Polaroid™, The Asset Finder™, Focus on your VOM™, and The PW Catalog™ are all unique to our program and help to support sustained passion in the everyday.

SIMPLE, UNCLUTTERED IDEAS

Our approach to values, goals, and habits is transformational. The simplicity of our program provides clarity to all those that are willing to dive in.

EDUCATION FOR ALL

Events and the content of our program are provided free of charge. Anyone that is interested can access our thinking.

A COMMUNITY OF ADVENTURERS

We are all about the experience. Our goal is to create a community of like-minded thinkers that explore, create, and innovate daily. We offer a platform for these individuals to achieve and celebrate together.

FORWARD THINKING

We push paradigms. We don't settle for the status quo. In modern employment markets we look for efficiencies that promote alignment of personal whys with corporate missions.

ABOUT ASK YOURSELF WHY

Ask Yourself Why educates others to discover their personal whys. They are the originators of The Soft Triangle™ – a concept that transforms the idea of traditional goal setting and achieving. Internationally recognized for this approach, Ask Yourself Why is building a community of like-minded thinkers across the globe. The company is based in Calgary, Alberta, Canada and brings together the craft of thought leadership and motivation. Founded in 2016, the training program developed by AYW continues to reach like-minded adventurers in all corners of the world.



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