

# EAGA Business Builder

eaganm.com

October 10, 2023

## Today's speaker was Dr. Gary Sanchez—Why Institute.



If you have ever wondered why you do things the way that you do, or why you feel more comfortable with certain tasks, or why doing some things make you more happy than others, then you are in a group with just about everyone else. But you don't have to just wonder why anymore. Dr. Sanchez and his team at the Why Institute have developed Why Discovery Tools that can help you can discover the answers in a very short amount of time. Through their extensive analysis, the Institute has determined that there are basically nine "Whys" - the reason that someone does things the way that they do. The nine are: Contribute; Trust; Sense; Better Way; Right way; Challenge; Mastery; Clarify; Simplify. Every person has all nine of those traits, but the order of most important to least important in everyday life is what matters. The three most important are the dominant ones, the next three are useful to know, but not as important to the person's everyday activities, and the last three are not really that important. The top three are considered to be a person's 'Why' (why you do things); 'How' (the processes that are used); and 'What' (what you bring to the equation). Together they are called a person's 'operating system', or Why.os. Dr. Sanchez has determined that his 'WHY' is to find a better way and share it. 'HOW' he does that is by making things clear and easy to understand. 'WHAT' he brings is simple solutions to help people move forward. Gary has been giving lectures all over the country, and in other parts of the world, helping folks to discover their 'Why'. And he is now bringing the message to Albuquerque. His "Why. ABQ Event" is scheduled from 4 to 6 pm on November 8th. It will be a 2 hour immersive workshop during which the participants will be able to discover their specific Why.os and, hopefully, begin to make a difference in the community by generating more positivity and by putting a greater emphasis on making the whole city a better place. When someone discovers their personal Why.os, they get a better understanding of themselves, but carrying the concept forward...learning the Why.os of other people allows for the creation of a better team, or work unit, as well. Gary uses the analogy that understanding your team's Why.os provides the ability to "...not only get the right people on the bus, but put them in the correct seats as well". Any person will function best when they are comfortable in their job. And they are most comfortable when their job, the expected actions and the needed abilities, all mesh with that person's specific Why.os. If you know your team's Why.os, then you are better able to understand how to place individuals in the jobs or positions that will get the best productivity for the entire company. If you have any employees that appear to not be invested, or are just not interested in their job, the upcoming seminar in Albuquerque may be beneficial to you and the employees. [The flyer on page 3 of this bulletin provides a QR Code for you to register. There are only 300 seats available so don't delay if you, or your guests, want to attend]. With the tools that Gary makes available, it is no longer necessary (or desirable) to just judge someone based on how they look, or how they speak, or how they carry themselves. There is now the opportunity to understand another person's Why.os. And with that comes the ability to appreciate that person for who they really are, and to develop a mutual respect that benefits all involved. You can find out more about the Why Institute by visiting their website [whyinstitute.com](http://whyinstitute.com) or if you have questions, send them an email to [team@whyinstitute.com](mailto:team@whyinstitute.com). [It should be noted that attendance at seminars like the one coming to Albuquerque usually cost \$500, but Gary and his team are so excited about making Albuquerque a better place, they are discounting the fee for this event to only \$97. Use the QR code on the noted flyer to reserve your seat(s) before they are all taken.

EAGA Contact information for Executive Director: Mario Hernandez

Phone: 505-239-0259      email: [eagaed@gmail.com](mailto:eagaed@gmail.com)

100 Wyoming Blvd NE;      Suite M4 #345      Albuquerque, NM 87113

## Special Announcements:

**\*\*\* NOTE FROM JOHN MEAD – JOHN THOMAS JEWELERS \*\*\***

“Save the date: John Thomas Jewelers is having an EAGA Open House Party on Saturday, November 18th from 5 to 7 pm. There will be an Open Bar, Door Prizes, Giveaways and Catered Food. The address is 2440 Louisiana NE, Suite 310”

- ◆ Thank you to Mario, the Board of Directors, Jerry Becker, Randy Baker, and all involved, for arranging last week’s cornhole tournament at Rio Bravo Brewing. Some participants were better at tossing the bags before refreshments...and some were better after having emptied a glass or two, but everyone had a great time.
- ◆ EAGA’s Annual Holiday Party will be at 6:00pm on December 9th at Hotel Albuquerque. Please reserve the date so that you are able to attend this great event. Sign-up sheets and more information will be provided at our November meetings.
- ◆ John Mead will be speaking at our breakfast on November 14th, but he doesn’t plan on spending much time talking about diamonds. In response to the many members that have called with questions about credit cards and earning points...Mr. Mead intends to provide an amped-up version of his previous presentation on that subject. He will have technology and specifics so hold those calls for now and be sure to attend on the 14th.

## Badge Board Greeters

Oct 31 <sup>st</sup>	Kevin Lorenzen—Aflac
Nov 07 <sup>th</sup>	Michael Kocurek—Atmosphere Commercial Interiors
Nov 14 <sup>th</sup>	Jack Bonsignore—Jump 4 Fun
Nov 21 <sup>st</sup>	<b>There will not be a meeting because of the Thanksgiving Holiday</b>
Nov 28 <sup>th</sup>	Lonnie Carreathers—1st Service Team
Dec 5 <sup>th</sup>	Tim Stewart—Impact Nations
Dec 12 <sup>th</sup>	

## Upcoming Speakers

Oct 31 <sup>st</sup>	Tim Baca—Hydro Bar by Kangen
Nov 07 <sup>th</sup>	Dr. Tom Pascuzzi—GoPrivateMD
Nov 14 <sup>th</sup>	John Mead—John Thomas Jewelers
Nov 21 <sup>st</sup>	<b>There will not be a meeting because of the Thanksgiving Holiday</b>
Nov 28 <sup>th</sup>	Lawrence Herrera—Performance Ranch
Dec 5 <sup>th</sup>	
Dec 12 <sup>th</sup>	

EAGA Contact information for Executive Director: Mario Hernandez  
Phone: 505-239-0259 email: eagaed@gmail.com  
8100 Wyoming Blvd NE; Suite M4 #345 Albuquerque, NM 87113

**WHY**® ABQ EVENT

**Have you been told you need to know your 'why' but never had a way to actually discover it?**

**If so, then this workshop is for you!**



~~\$500~~

**\$97**

## A 2 HOUR IMMERSIVE WORKSHOP

Featuring *WHY Institute* Founder & CEO *Dr. Gary Sanchez*

**Within 30 minutes**, you will discover your WHY.

**Within 60**, you will know your HOW and WHAT and be crystal clear on the operating system that drives you.

**Within 90**, you'll craft your personal message that's authentic to you.

**By the time you leave**, you'll have tangible strategies to apply your WHY operating system to your life and business to help drive success.

*"Profoundly insightful"*

-Dr. Robert Cialdini  
Author of *Influence* and *Pre-Suasion*

*"Gary will make the confusing clear and the complicated simple!"*

-Joel Weldon  
Hall of Fame Speaker



**Scan to claim your spot**

**Where:** The NEW GAAR Building  
1635 University Blvd NE,  
Albuquerque, NM 87102

**When:** November 8, 2023 4-6PM

Contact: [team@whyinstitute.com](mailto:team@whyinstitute.com)

\*