

containing three gaps—the short phrases you added define a **search space** of surprising size. 48 search strings spanning 24 passions, 24 professions, 24 missions, and 24 vocations (!) will give you over 20m search results in total, with 1m organisations to explore. That’s a big search space.

SIDEBAR: FIVE TIMES WHY

When you’re trying to drill down into details with the Spidergram and gap-fills, it’s easy to get stuck—another instance of **Pirsig’s Brick**. A useful method for making breakthroughs is the **Five Whys Technique**, formalised by Sakichi Toyoda in the Toyota Production System.

If a big circle on your Spidergram is “cars”, the first why is *why you like cars*. Is it the engineering precision? The noise they make? The joys of the open road? These are all potential smaller circles joined to the main one.

Once you’ve answered that, ask why again. *Why do you like the joys of the open road?* Is it the fresh air? The solitude? The scenery? Get to that second why. Again, it’s fine to have more than one smaller circle in the next ring.

The third why is where it gets interesting . . . and even closer to the hopes and dreams of the real You. In the same example, ask yourself *why do you like the scenery?* Is it a love of nature? Colours? Photography even? At Why*3, you’re starting to discover the deepest desires of your character.

A fourth why (Why*4) will probably show up some connections to other circles, small or large, across your Spidergram. And when you reach Why*5, the fifth why—feel free to take all day, or longer—you’ll have teased out what you *really* love about cars . . . and a great deal more about what you love, answering the first of your **4BQs**.

If you’re stuck on your Spidergram, ask yourself why five times, and don’t stop until you get to the end.

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Time to start your BHLs, in today’s Tasks.