How Important is the WHY in your “Why?”

My entire life there’s always been this ingrained curiosity about the world, people, how things work and especially about business. “Why?” is and always has been commonplace in my vocabulary, asking anyone about anything I came across. My family, business partners and team hammer back…..”WHY! WHY! WHY! Why do you ask why so much”?!

It makes me pause and wonder why it bothers them at times or why they joked about it, because I see it as something so natural that everyone should do it.