

## ***What? vs. So What?***

Because they are questions,  
they both reveal a dynamism:  
the answer to *what?*  
will dissipate your ignorance,  
whereas the response to *so what?*  
will stop you from ignoring.

*What?* thirsts for  
information and knowledge;  
*so what?* hungers for  
meaning and relevance.

*What?* is an exercise of  
cognition, requiring research;  
*so what?* aims at  
decision, eliciting evaluation.

*What?* is cerebral,  
engaging the intellect;  
*so what?* is cordial,  
involving the will.

If concerned only about the *what?*,  
you are distant and isolated.  
Pursuing the *so what?*,  
you get involved and connected.

In issues of importance  
notice how the order is reversed:  
the stronger interest in  
the *so what?*  
impels a greater desire for  
the *what?*

Correctly answering *what?*  
may qualify you for Jeopardy;  
by indifference to *so what?*  
your character may be jeopardized.

Have your understood  
*what* this reflection is about?  
*So what* are you going to do  
about it?

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