

INSPIRE RESULTS

— *Business Advising* —

Finding Your Why*

Here's a list of questions to help you discover your WHY. Find a quiet or favorite spot, get a notebook, and ponder, brainstorm, and record answers to these questions. Or if you're an extravert, talk them out with someone:

- 1 Why do you do what you do? For the sake of what...? For whatever your answer, followup with the question, Why is that important? For whatever that answer, again ask, Why is that important? Repeat 2 or 3 more times.
- 2 List a few times when you were your most happiest. What were you doing?
- 3 Think of times when you were oblivious to the passing of time; what were you doing?
- 4 What are your interests? What do you crave to spend time doing?
- 5 What cause or issue can get you on a soap box?
- 6 What cause or issue touches your heart every time you hear about it?
- 7 What excites you in the world? List 2 or 3 things.
- 8 What angers you in the world? List 2 or 3 things.
- 9 When you were a kid, what did you say you wanted to be when you grew up?
- 10 What did you do for fun as a kid? What were your favorite toys?
- 11 What came particularly easy for you as a child?
- 12 When you were in high school, what did you consider your dream job to be? List all the possible things that come to mind. Your values can effect this. For example, my wife would say Broadway singer and interior designer but when she lists her values of family and local community, interior designer fits more closely.
- 13 What are your values? You can use page 3 to work through a Values Ranking exercise.
- 14 What do you do best? What are your strengths?
- 15 When people say, "Oh, you're so good at _____," how do they complete the sentence?
- 16 Think of times when someone has been genuinely helped by something you've done. What did you do?
- 17 At those times when you're certain you're good at whatever it is that you're doing, what are you doing?
- 18 Write down at least 20 talents you've been given, then rank them High-Medium-Low.
- 19 What are 2 or 3 talents you have?
- 20 Write down what others say your strengths are.

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Also consider Jim Collins' Hedgehog Concept. The concept results from the juncture of three answers:

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- 21 What are you passionate about?
 - 22 What can you be the best at?
 - 23 What can actually make you a living?

Jot all your responses onto a single sheet of paper and step back. What patterns emerge? Form it into a sentence, no more than two. Start the sentence with

"I believe..."

or

"I envision a world..."

or

"We work to..."

You'll find what follows will be quite different than what you expect. You can always take out those opening words later, if you want. This is not the place for long-winded descriptions about what your company does or its value to the world. Leave what you sell out of it. This is a statement of your purpose, your WHY, not what you do. It should resonate with you, your employees, and customers alike. In other words, you have one WHY, not one for customers and a different one used internally with employees.

**Start With Why, Simon Sinek*

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Personal Values List: From the list of 36 values below, rate each one High, Medium, or Low, and then, from the ones you rate High, choose the top five that you believe are most important for you.

Values	Description	H-M-L Ranking	Top Five
Achievement	A sense of accomplishment, success, or contribution		
Advancement	Forward movement		
Ambition	Aspiring to promotion or progress		
Adventure	New and challenging experiences		
Affection	Love, caring		
Beauty	Aesthetics in nature, art, or life		
Competitiveness	Winning, taking risks		
Cooperation	Working well with others, teamwork		
Courageousness	Standing up for beliefs		
Creativity	Being imaginative, innovative		
Discipline	Self-controlled, restrained		
Equality	Egalitarianism in life, equal opportunity for all		
Fame	Being famous, well known		
Family happiness	Nuclear and/or extended family that is happy		
Forgiving	Willing to forget a judgment of others		
Freedom	Independence, autonomy, free choice, self-reliant		
Friendship	Close relationships, companionship		
Happiness	Contentedness/being at peace with yourself		
Health	Being physically and mentally well		
Helpfulness	Assisting others, improving society		
Inner Harmony	Being at peace with yourself and others, tranquility		
Integrity	Honesty, sincerity, genuineness		
Involvement	Participating with others, belonging		
Intellect	Conceptual, abstract, or symbolic		
Loyalty	Duty, respectfulness, obedience		
Order	Tranquility, stability, conformity		
Peace	A world at peace, without war or conflict		
Personal development	Personal growth, learning, realizing potential		
Pleasure	Fun, laughs, an enjoyable, leisurely life-style		
Power	Control, authority, influence over others		
Recognition	Social recognition, respect from others, status		
Religion/Spirituality	Strong religious beliefs		
Salvation	Eternal peace		
Self-respect	Self-esteem, pride, sense of personal identity		
Wealth	Making money, getting rich		
Wisdom	Understanding life, discovering knowledge		

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Notes
