

# INSPIRE RESULTS

— Business Coaching —

## Finding Your Why\* Tool

Here are questions and activities to help you discover your WHY. Find a quiet or favorite spot, get a single sheet of paper, and ponder, brainstorm, and record answers to these questions. Or if you're an extravert, talk them out with someone.

It's important to jot all your answers and discoveries on a single sheet of paper (unlined so you can be creative). Then at the end, you can step back, look for patterns, determine the highest priority items, and ultimately form them into single statement of your Why.

- 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.

\*Simon Sinek Start With Why

# INSPIRE RESULTS

— Business Coaching —

## Finding Your Why\* Tool

Consider these 3 questions from Jim Collins' Hedgehog Concept. The concept results from the juncture of the answers to these 3 questions:

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

Finally, determine your top 5 values. You can do this by completing the Inspire Results Rank Your Values Tool (on the Resources page of [www.InspireResults.com](http://www.InspireResults.com)). Write them on your single sheet of paper.

Now that you've got all your responses onto a single sheet of paper, you've got a lot of information about yourself. Step back and study. What patterns emerge? Circle the top 5 – 10 pieces of information that seem most important. Form them into a sentence, no more than two. Here are some sentence starters:

**"I believe..."**

or

**"I envision a world..."**

or

**"We work to..."**

People often find that what the statement they create is quite different than what they expected. 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. My Why:

---

---

---

---

---

---

---

---

# INSPIRE RESULTS

— *Business Coaching* —

## Finding Your Why\* Tool

### Single Sheet Notes