

WORKSHEET

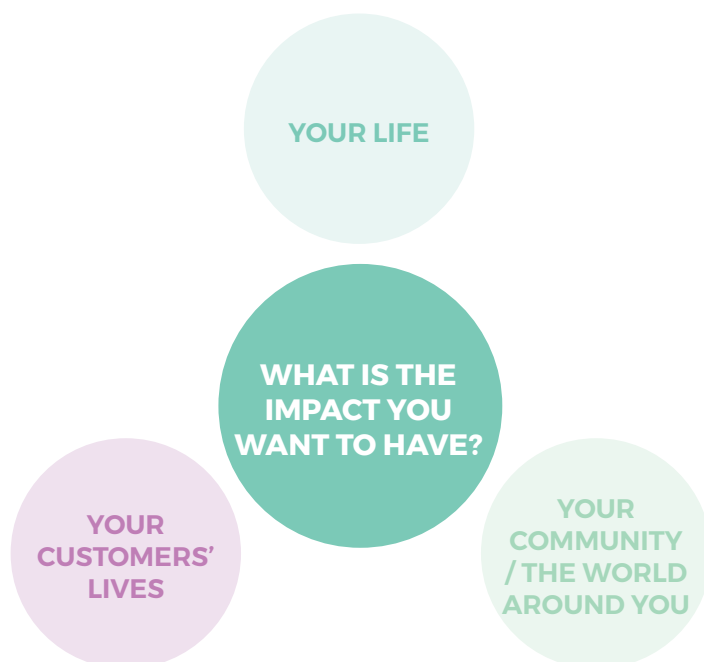
Understanding your Why

Ask yourself – why DO you want to do what you do? If no one was watching, if money was no object – what would success look like? The answer to that is your Why.

Think about this question from the perspective of yourself, your customers, the world around you. What does success look like in all of those spheres? What is the impact your brand is having?

Some tips and things to remember:

- Not all of the categories will be important to your version of success.
- Check in as you go whether what you're writing is your motivations and version of success or someone else's.



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Understanding your Why

Looking at the mind map you have created, what patterns do you see emerging?

What feels to you like the most aligned with your core?

What comes together and stands out as powerful to you. What do you re-read and think hell, yes! Sum it up in one to two sentences that tells the Why behind your brand.