



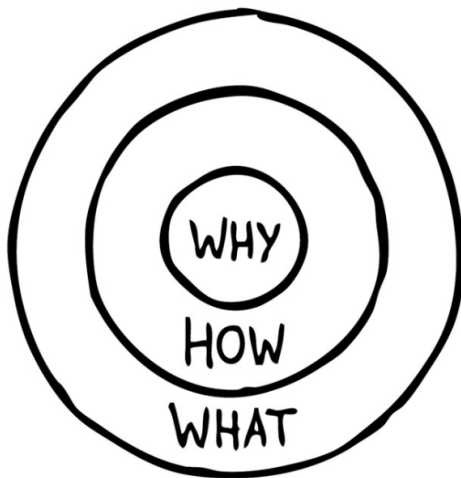
## Find Your Why

**“Find Your Why”** methodology helps individuals clarify their core purpose, uncovering a deeper sense of motivation that goes beyond financial or success-driven goals. Here’s a clear step-by-step guide to help someone create their **Why** with examples for each step:

### Step 1: Understand the Golden Circle

The Golden Circle model consists of three layers:

- **Why** (The Core): Your purpose, cause, or belief.
- **How** (The Process): The actions or values that bring your Why to life.
- **What** (The Result): The tangible product or service you offer.



#### Example:

- **Why:** To inspire people to reach their highest potential.
- **How:** By providing tools, coaching, and support that empower people to overcome challenges.

- **What:** Personal development programs, one-on-one coaching sessions, books, and online courses.
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## **Step 2: Reflect on Your Past Experiences**

Look for patterns and key moments that have shaped who you are today. These could include experiences in your personal life, career, or moments that have sparked a deep emotional response.

### **Example Questions:**

- When have I felt most fulfilled or inspired?
- What moments in my life felt truly meaningful?
- When have I made the biggest impact on others?

### **Examples:**

- Reflect on a time you helped a friend through a difficult situation, and the joy you felt from seeing them grow.
  - Recall an event in your career where you overcame a significant challenge, which led to a sense of accomplishment and purpose.
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## **Step 3: Ask Yourself Why?**

Start by asking "Why?" multiple times to peel back the layers and get to the root of your motivations.

### **Example:**

- **What do I do?**  
"I run a coaching business."
- **Why do I do it?**  
"I want to help people achieve their personal and professional goals."

- **Why is that important to me?**

"Because I believe everyone has the potential to lead a fulfilling life and should be given the support to unlock that potential."

- **Why is that important to me?**

"Because I experienced personal transformation, and I want others to have that same opportunity."

By repeatedly asking "Why?" you uncover deeper layers of purpose that are more meaningful and emotionally connected.

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## **Step 4: Identify Your Core Values. ([Utilize Core Value Work Sheet](#))**

Your core values are the principles that guide your decisions, actions, and behaviors. They are often linked to your Why and give you direction in your journey.

### **Examples of Core Values:**

- Integrity
- Empathy
- Innovation
- Resilience
- Passion
- Service

### **Example:**

- If one of your core values is **service**, your **Why** might center around **helping others**.

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## **Step 5: Clarify the Impact You Want to Make**

Think about the difference you want to make in the world. Your Why should be aligned with the positive change you wish to create.

### Examples:

- I want to **help people achieve personal growth** and feel more confident.
  - I want to **create a world where education is accessible to all**, regardless of background.
  - I want to **inspire people to live with purpose** and pursue their dreams fearlessly.
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## Step 6: Write a Clear, Concise "Why" Statement

Craft a clear and concise statement that encapsulates your core purpose, beliefs, and impact. This statement should be easy to remember and inspire action.

### Format:

**"I am here to [What you do] so that [Impact/Change you want to create]."**

### Examples:

- "I am here to empower individuals to break through their limiting beliefs so that they can lead lives full of purpose and confidence."
  - "I am here to help people unlock their potential through education so that they can create a more equitable world."
  - "I am here to inspire people to embrace change and challenge themselves so that they can live extraordinary lives."
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## Step 7: Test and Refine Your Why

Live with your Why for a while and see how it resonates with your actions and decisions. If it feels right, refine it and make sure it remains relevant as you grow.

### Examples:

- **Testing:** Share your Why with a close friend or colleague and ask for their feedback.
  - **Refining:** After a few months, revisit your Why and ensure that it aligns with your current life path and goals.
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## Step 8: Align Your Actions with Your Why

Once you've discovered your Why, ensure your actions, decisions, and goals align with it. This alignment will help you stay motivated, make decisions more easily, and stay true to your purpose.

### Examples:

- If your Why is about **helping others grow**, you might choose to invest more time in mentorship or coaching roles.
  - If your Why is about **empowering innovation**, you might focus on working in environments that encourage creative thinking and problem-solving.
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### Examples of Personal "Why" Statements:

1. "I am here to help individuals realize their fullest potential so that they can create meaningful, lasting impact in their lives and the world."
  2. "I am here to create and promote inclusive learning environments so that all individuals, regardless of background, can succeed."
  3. "I am here to inspire and support people through life transitions so that they can navigate change with confidence and clarity."
  4. "I am here to ignite creativity and innovation in others so that they can drive positive change in their communities."
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By following these steps, individuals can discover their **Why**, articulate it clearly, and begin to live with greater purpose and direction. This approach provides a roadmap for not only achieving success but also for creating deeper, more meaningful success aligned with your core values and passions.