

Why Discovery Content.

This is a journey to discover one's purpose based on the Book; Find Your WHY by Simon Sinek.

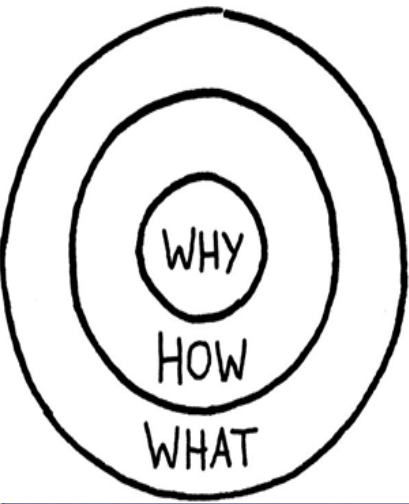
Fulfillment is a right and not a privilege. Every single one of us is entitled to feel fulfilled by the work we do, to wake up feeling inspired to go to work, to feel safe when we're there and to return home with a sense that we contributed to something larger than ourselves.

Fulfillment is not a lottery. It is not a feeling reserved for a lucky few who get to say, "I love what I do." The concept of WHY is a deeply personal journey born out of pain.

Every one of us has a WHY, a deep-seated purpose, cause or belief that is the source of our passion and inspiration. You may not yet know what yours is or how to express it in words. But we guarantee you have one.

Fulfillment comes when our job connects directly to our WHY. Happiness comes from what we do. Fulfillment comes from why we do it.

If we want to feel an undying passion for our work, if we want to feel we are contributing to something bigger than ourselves, we all need to know our WHY. And that's the reason we engage you in this exercise.



Every organization—and every person’s career—operates on three levels, as shown in the illustration on the next page: What we do, how we do it, and why we do it. We all know what we do: the products we sell, the services we offer or the jobs we do.


Some of us know how we do it: the things that we think make us different or stand out from the crowd. But very few of us can clearly articulate why we do what we do.

Hold on,” you might say. “Let’s be honest here—aren’t most people working to earn money? That’s the obvious ‘why.’” First, money is a result.

Though it is a part of the picture, it’s not what inspires any one of us to get out of bed in the morning. And for the cynics out there who think they or others really do get out of bed for the money, the question we ask is, what is the reason they want the money. Is it for freedom? To travel?

To provide a lifestyle for their kids that they didn’t have? Is it to keep score and show they have done more than others? The point is, money isn’t the thing that drives people.

WHY goes much deeper to understanding what motivates and inspires us. It is the purpose, cause or belief that drives every organization and every person’s individual career. Why does your company exist? Why did you get out of bed this morning? And why


A person's arm is visible on the right side of the image, pointing towards the text. The background is a beach scene with waves and a person's legs in the distance.

When we meet new customers or clients, the first thing most of us tell them is what we do. Then we explain how we do it or how we are different.

This, we think, will be enough to win their business, sway their point of view or convince them to take a particular action. The following pitch follows that template:

We sell paper. We offer the highest quality product at the best possible price. Lower than any of our competitors.


Wanna buy some?



This is a very rational pitch. It states clearly what the company does and attempts to persuade potential buyers to choose its product over others' on the basis of features and benefits. Though this approach may work now and then, at best it will result in a few recurring transactions. As soon as the buyer finds a better deal, they will be gone, because the pitch doesn't differentiate this specific vendor from other companies in any way that truly matters. Loyalty is not built on features and benefits. Features and benefits do not inspire. Loyalty and long-lasting relationships are based on something deeper.


Let's try the pitch again. Let's start with WHY:

What good is an idea if it can't be shared? Our company was founded to help spread ideas. The more ideas that are shared, the greater the likelihood those ideas will have an impact in the world.

A person's arm is visible on the right side of the image, pointing towards the text. The background is a blue-tinted photograph of a beach with waves crashing against rocks.

There are many ways to share ideas; one is the written word. That's where we come in. We make paper for those words. We make paper for big ideas. Wanna buy some? Totally different, right? Starting with WHY just made paper sound really good. And if it can do that for a commodity, imagine what it can do for a product that really can stand out.

This pitch is not based on facts and figures, features and benefits. Those things have value but not first. Leading with WHY has a deeper, more emotional and ultimately more influential value. When we use the second pitch, we're no longer talking about paper.



Once you understand your WHY, you'll be able to clearly articulate what makes you feel fulfilled and to better understand what drives your behavior when you're at your natural best.

When you can do that, you'll have a point of reference for everything you do going forward. You'll be able to make more intentional choices for your business, your career and your life. You'll be able to inspire others to buy from you, work with you and join your cause. From now on, you will work with purpose, on purpose. From now on, you'll start with WHY.

The opportunity is not to discover the perfect company for ourselves. The opportunity is to build the perfect company for each other.

Discover Your WHY

If you're an entrepreneur, discover your WHY so you can communicate what is singular about your company to your employees and clients or customers. For example, Apple may not always sell the very best products—ahem, battery life—but if you're someone who wants to “Think Different,” you probably swear by Apple on an emotional level you'd never experience with, say, Dell.

And knowing your WHY makes it easier to hire the right people. Every entrepreneur wants a staff of true believers, but how can you find those people if you aren't clear on what, beyond hard work, you need them to believe in?

If you know your WHY, you can hire people who believe what you believe, which is a much stronger motivator than money. Knowing your WHY is the secret to hiring for “fit.”

If you're an individual employee, knowing your WHY refreshes or renews your passion and connects you to your company's WHY. And should you and that company ever part ways, clearly understanding your own WHY will be an invaluable tool to help choose your next job: a company where you're more likely to “fit,” succeed and feel fulfilled.

If you belong to a team or division within an organization, it will likely have its own subculture. In some cases, articulating that team's WHY, the unique contribution the team makes to the organization, can be very powerful.

It can help connect those people on the team in a deeper and more meaningful way to the difference the organization makes in the world.

If you want to discover the WHY of the entire organization it will come from one of two sources: The first is from the founder's WHY, which draws from the origin story.

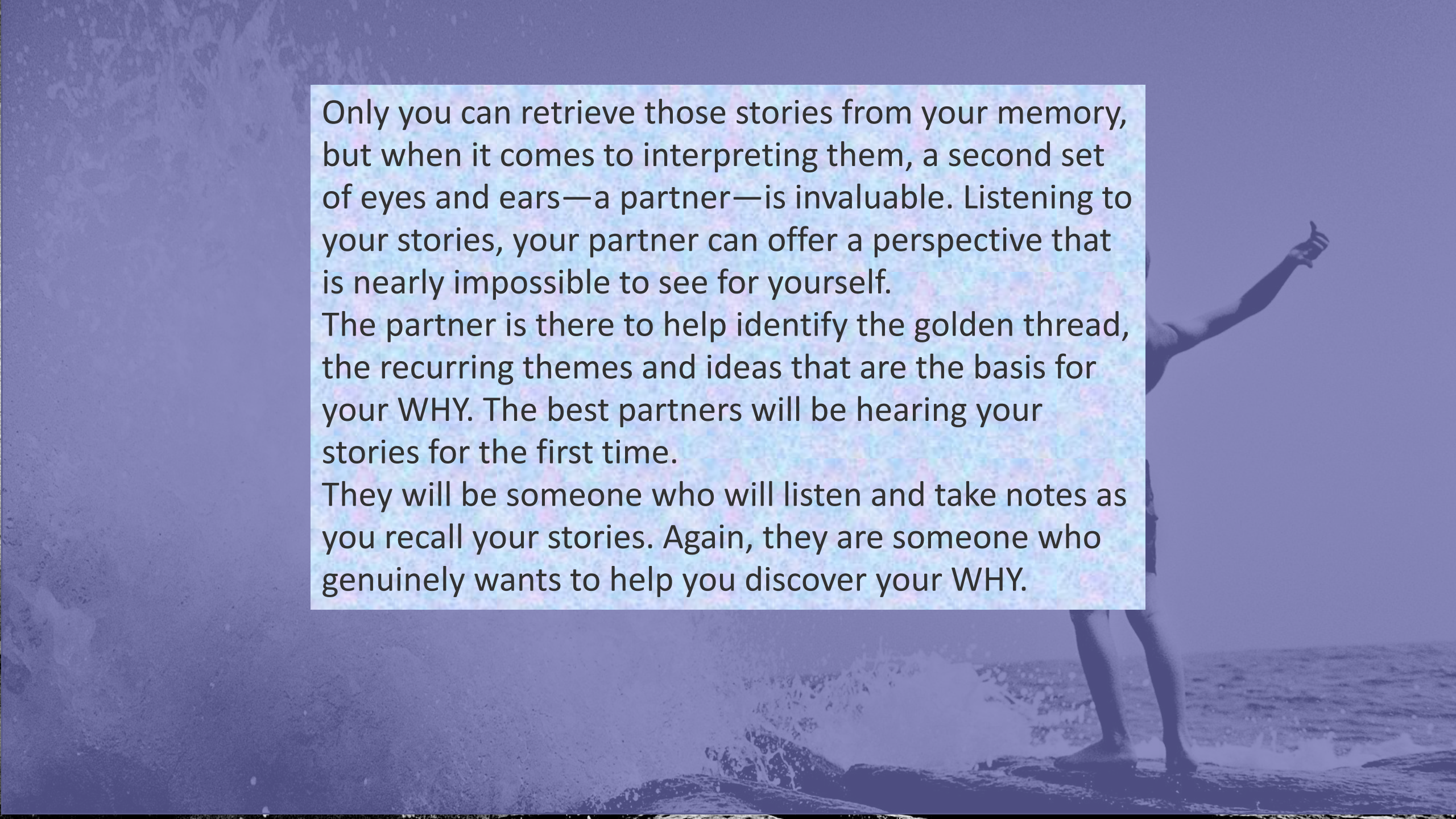
If the founder is no longer available, we have a method that engages people in the organization to identify the WHY based on the best elements of the existing culture.

Why Discovery for Individuals

This section is for any individual who wants to learn their personal WHY.

Find Your Partner

Remember, to find your WHY you need to pan for gold in the river of your past, recalling stories of your life and career from which your significant themes can emerge.

A person is standing on a rocky shore, looking out at the ocean. The person's right arm is raised, pointing towards the horizon. The background shows waves crashing against the rocks. The entire image has a blue tint. A semi-transparent white text box is overlaid on the left side of the image.

Only you can retrieve those stories from your memory, but when it comes to interpreting them, a second set of eyes and ears—a partner—is invaluable. Listening to your stories, your partner can offer a perspective that is nearly impossible to see for yourself.

The partner is there to help identify the golden thread, the recurring themes and ideas that are the basis for your WHY. The best partners will be hearing your stories for the first time.

They will be someone who will listen and take notes as you recall your stories. Again, they are someone who genuinely wants to help you discover your WHY.

Pick a Time and a Place

Choose a place where you can concentrate and where you feel free to share personal stories out loud. While a phone call or video conference with your partner can work, we strongly suggest that you meet in person.

There are three steps to discovering your WHY (tell stories, identify themes, draft the Why Statement). It works best when you complete all three steps in one sitting. Identifying themes right after telling your stories is much easier than trying to come back to the task later. Similarly, drafting your Why Statement will be easier when the recurring themes and patterns that emerged from the stories are fresh in your minds.

Gather Your Stories

Before meeting with your partner, you need to do a little prep work. Your WHY is born from your past experiences; it is the sum total of the lessons you learned, the experiences you had and the values you adopted while growing up. You're looking for stories that bring to light who you are at your natural best.

Guidelines:

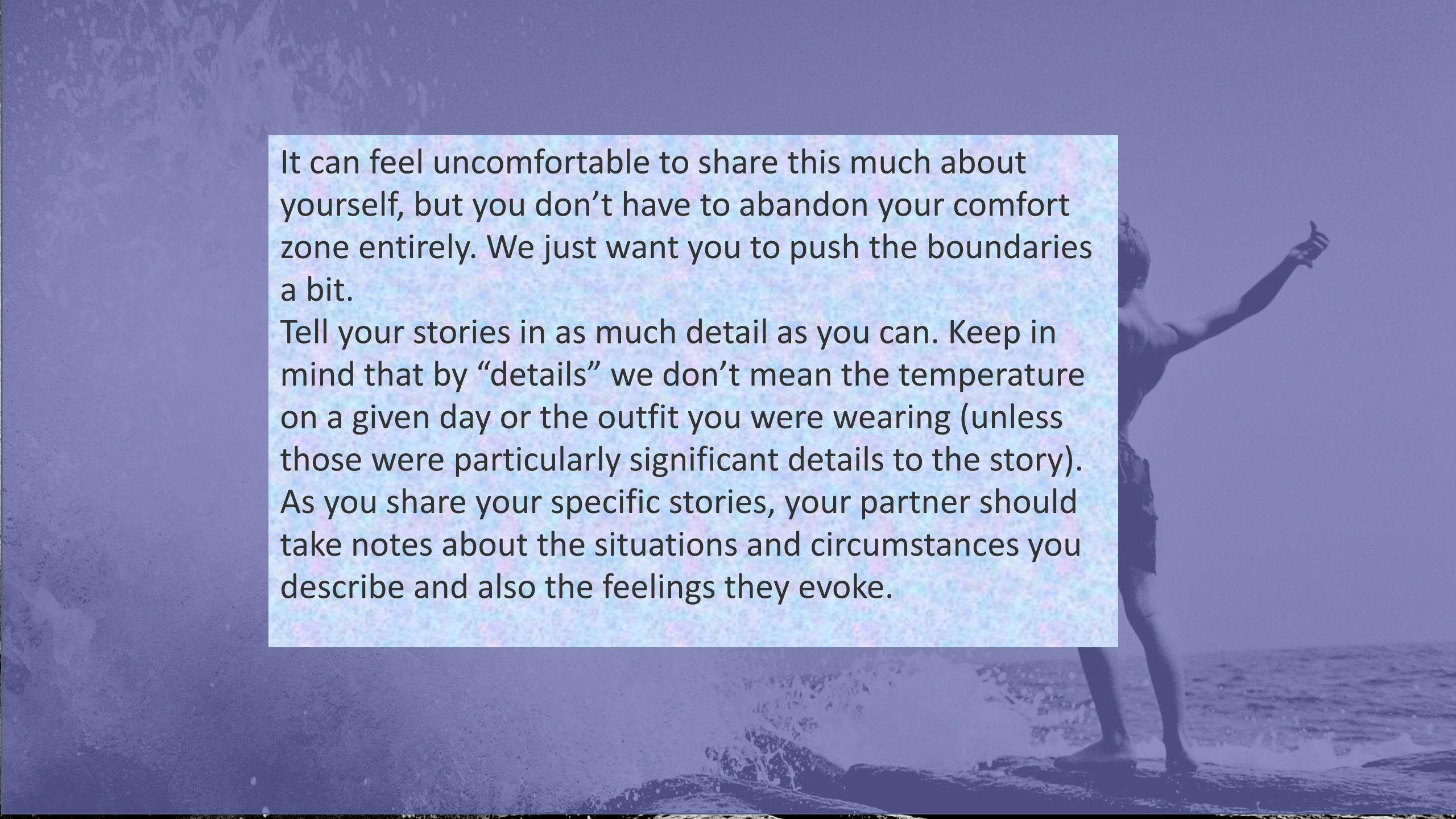
Think of specific experiences and people in your life that have really shaped who you are today. Since your WHY comes from your past, which is the period from your birth until yesterday, you can draw your stories from any time in between those markers.

The goal of the story-gathering exercise is to end up with at least five stories that you consider the most impactful of your life. The more stories you have, the easier it will be for your partner to detect the patterns and themes that will lead to your WHY. Remember that each story must be about a specific time, place or moment.

Share Your Stories

(This Is Where Your Partner Comes In)

Your preparation is complete. Now it's time to sit down with your partner and find your WHY.



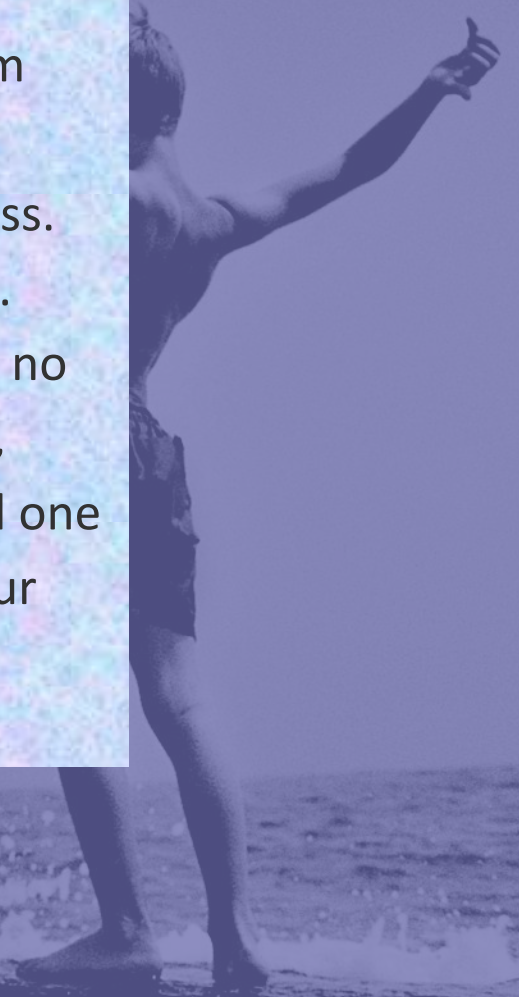
It can feel uncomfortable to share this much about yourself, but you don't have to abandon your comfort zone entirely. We just want you to push the boundaries a bit.

Tell your stories in as much detail as you can. Keep in mind that by “details” we don't mean the temperature on a given day or the outfit you were wearing (unless those were particularly significant details to the story). As you share your specific stories, your partner should take notes about the situations and circumstances you describe and also the feelings they evoke.

Identify Your Themes

The next step in your Why Discovery is to identify themes: the recurring ideas, words, phrases and feelings that emerged from your stories.

Your partner should take the lead during this part of the process. Just as there are no wrong stories, there are no wrong themes. If something comes up more than once, write it down. There's no limit to the number of themes your stories may yield. Together, choose one theme that feels like your unique contribution and one theme that captures the impact. Now you're ready to draft your Why Statement.



Draft Your WHY

Once you've identified your overarching themes, it's time to turn them into a draft of your Why Statement. Take a few minutes and write a first draft of your Why Statement.

Your partner, working separately, should do the same. The value in writing independently at first is that your partner may articulate your WHY differently than you do.

After you have a draft, the final stage of the Why Discovery process is testing and refining your Why Statement.

Remember your WHY should have a contribution and an impact. A good example is stated below: To propel people forward so that they can make their mark on the world.

The statement should read "To.....so that....."

Do the attached exercise, however we encourage you to do the process with a partner to ensure effectiveness.