

The Golden Circle ©

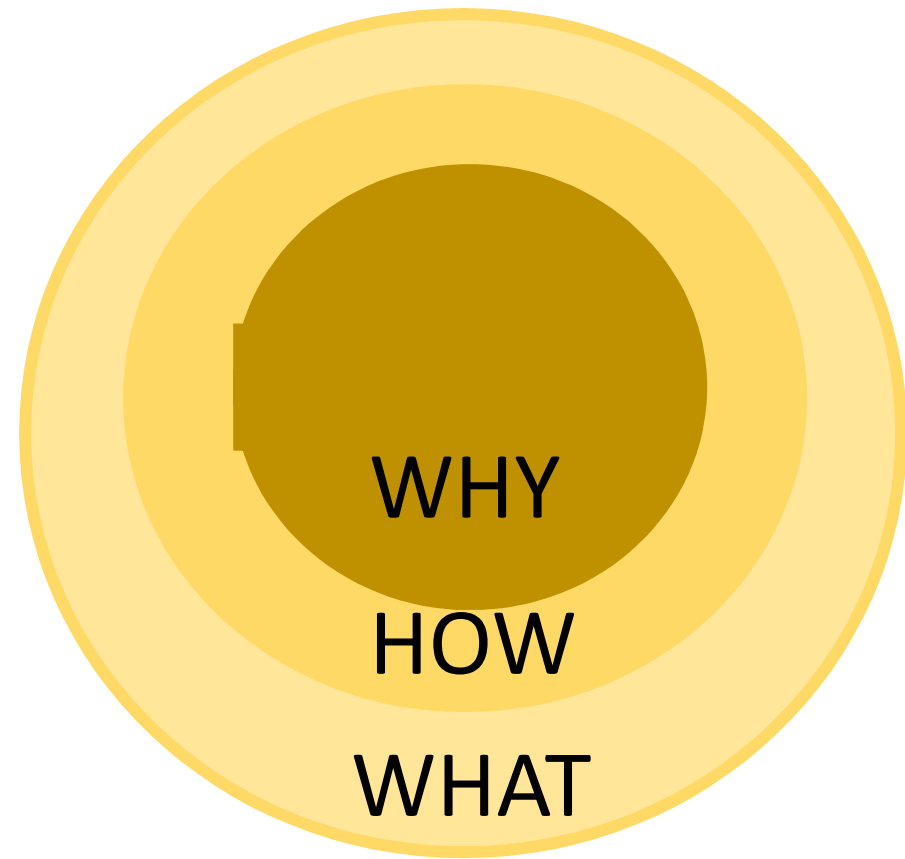
We all operate on three levels: WHAT we do, HOW we do it, and WHY we do it.

We are all acquainted with WHAT we do—the products we sell, the services we offer, the jobs we do.

A few of us know HOW we do it—the things we think differentiate us or make us unique compared to the rest of the crowd, or our competition.

But can you articulate WHY you do what we do? Our WHY is the purpose, the cause, or the belief that drives every one of us.

Your WHY is what sets you apart from everyone else. It is your purpose. It is what inspires you to take action. Your WHY is also what inspires others around you to buy your products, spread your ideas, or take action on something important to you.



Concept from Simon Sinek, 2009.

Your Why Statement

To format your Why Statement, use the phrase below. The first blank represents your contribution, or WHAT you provide to others. The second blank is the impact of your contribution, or your WHY. In writing your Why Statement, notice how any contribution you have should lead back to the why – your reason for doing what you do.

To _____ so that _____



Defining Your Why

Defining your purpose can help give you a sense of direction and find meaning in your life. It all starts with finding things you really love doing. Maybe it's spending time with friends and family, doing a particular hobby, your job, or traveling. The answers are going to be different for every single person. The goal is to find what you enjoy and are passionate about.

To get started in defining your purpose, ask yourself the following:

1. What are activities I love doing?

2. Why do I love doing them?

3. Why are these activities important in my life?

Look at how much time you put into these activities that you love. Do you get to spend as much time as you'd like with each one, or do they get pushed to the back behind the other tasks in your daily life? Refine your list of priorities. Focus on what you *want* to be doing, not what you feel you should be doing.