

# What's My Why Worksheet



Your Business Why is the timeless focus and purpose of your business, it is why it exists and the difference it is looking to make. Knowing and being able to talk about your Business Why inspires action. That means, amongst other things it will

- Help you ensure you are creating a business you love
- Keep you motivated on those days things seem hard
- Make it easier to make decisions
- Inspire others to take action and motivate your team
- Engage your ideal clients and customers

The following prompts will help you find your Business Why. You are going to find some easier to respond to than others, and I would encourage you to try them all as often those ones that we find harder are the ones that give us the most insight.

You don't have to complete them in order but do complete all of the first section before going on to the second section. You also don't need to complete them all in one sitting, taking time to reflect and think about the questions is also helpful.

It's important to remember that there are no wrong answers to these prompts. This is YOUR Business Why, so providing you are honest with yourself your answers will be right!

Dare yourself to think big and don't worry about the practicalities, those 'how to's' will work themselves out if they are important to your Why.

Are you ready? Then grab something to write on, it's time to get curious and start exploring.

## Section 1 - Exploring

Use each of the following prompts as the start of at least one paragraph of writing. Write as much as you can for each one.

1. I created my business because...
2. I would like my business to make a difference in the world by...
3. I feel most alive and am at my best when...
4. I would like to be remembered for ...
5. My friends and colleagues tell me I'm brilliant at ...
6. When I retire I want to be proud of ...
7. I will know I have been successful when ...
8. I'm inspired by ... because ...
9. I want to be the person who ...
10. I would like my business to create the following things (include both physical and intangible things) ...





## Section 2 - Refining

Congratulations, you probably have lots of notes and scribbles about the things that matter to you and you are ready to pull it all together, make some choices and uncover your Business Why.

In this section you are going to need to follow the prompts in order.

1. Take some time and read through everything that you have written
2. What jumps out at you?
3. What themes do you notice?
4. What possible Why's have emerged from this? Your why statement should be what your business exists to do rather than how it does it. For example my business exists to create working worlds where everyone can add value and be valued.
5. Which is most exciting to you?
6. Let's try it on for size! If this was your Business Why, how would you feel and what would it mean for your business?
7. If trying it on leaves you feeling a mixture of inspired and scared, and sparks ideas then you have probably found it. If not try one of the other options on, or add elements from the other options until you have.

You probably have a first draft of your Why ready to go and use for a while, so you can refine it and get the words just right. Well Done

Sometimes, it can be helpful to work through finding your why with a friend or colleague. Sometimes working with a coach is going to be what you need. If you would like to book a conversation about finding your Business Why with me email [bekka@bekkaprideaux.com](mailto:bekka@bekkaprideaux.com)

### Some examples of Business Whys

Coca Cola: To refresh the world. To inspire moments of optimism and happiness. To create value and make a difference

Ikea: To create a better everyday life for the many people

Google: To organise the worlds information and make it universally accessible and useful

Facebook: To give people the power to share and make the world more open and connected

Paypal: To build the Web's most convenient, secure, cost effective payment solution

BBC: To enrich people's lives with programmes and services that inform, educate and entertain

Kickstarted: To bring creative projects to life

Asana: To help humanity thrive by enabling all teams to work together effortlessly

About Bekka: Bekka is a Leadership Development Coach and Consultant who helps business owners and technical experts step into their leadership one curious choice at a time. You can find out more about Bekka by visiting [www.bekkaprideaux.com](http://www.bekkaprideaux.com)

