

Find Your Why - A Practical Guide

These questions are from the book “Find Your Why’ by Simon Sinek

If you need more help or ideas, both his books on “WHY” are excellent and you might want to add them to your Business Library.

1. Who in your life has helped make you the person you are today? Answer this question as many time as you need to include all your significant life experiences.
2. Think of your worst day at work. Write about how you felt and what was the outcome of that day.
3. Think about your best at work and also write about how you felt and what memories you carry because of that day.
4. What is the earliest childhood memory you can recall and write about?
5. What have you accomplished that you’re really proud of? If there are several experiences that you have fond memories of write about each one.

Now – what theme is carried through in each answer? Service, sales, product development, etc.

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