

# How To Design Your Why Statement

Begin designing your Why Statement by answering the following. Take your time and really think about your answers. You may have to do this exercise several times before something begins to really stand out for you. Eventually you will be able to clearly articulate your Why

- 1) What do you do really well?
- 2) Who do you help? What are the attributes of the people you help?
- 3) What is the result? What value do you create for your customer?
- 4) List out action words you connect with such as: educate, accomplish, empower, encourage, improve, help, give, guide, inspire, integrate, master, motivate, organize, produce, promote, teach etc.
- 5) List everyone and everything you can help based on your action words (people, creatures, organizations, causes, groups, environments etc).
- 6) Identify your end goal. How will the “who” from your above answer benefit from what you do
- 7) Lastly combines all of the above in 2-3 sentences.

Your Why in 2-3 sentences should be able to communicate your purpose and mission.

How Your Why Statement Should Look:

We do /To

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so that

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