

KNOW YOUR WHY

CLARIFY YOUR PURPOSE

1. **Why** do you do what you do?

2. **Why** do you need to make money?

List your Top 5 reasons.

1.

2.

3.

4.

5.

3. **Why** are these 5 reasons most important?

4. **Why** do you get out of bed every morning?

5. **Why** is your work important? What problem are you helping to solve?
Who are you serving?

Now, take a moment to reflect on everything you've written.

Summarise your answers as a statement that speaks to your greater purpose.

Come back to this worksheet to review or redo for different times in your life.

Repeat this exercise as often as you like to help reconnect with your WHY.