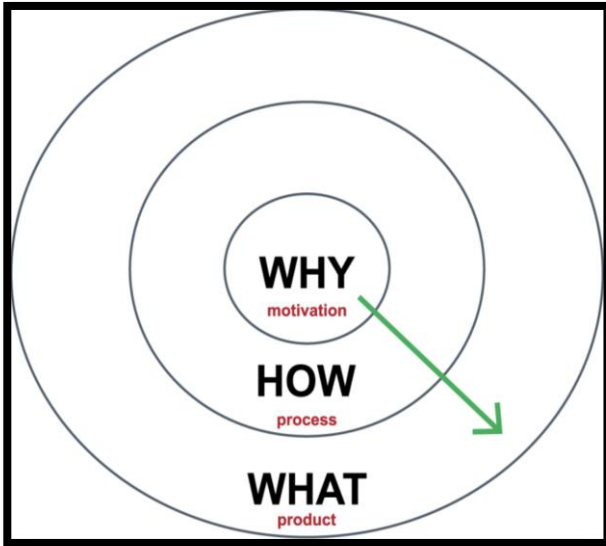




WHAT IS YOUR WHY?



Every person knows **WHAT** they do.

- Your job title, function, the products you sell or services you offer.

Some people know **HOW** they do it.

- The actions you take that set you apart from others.

Few people know **WHY** they do it.

- The purpose, cause or belief that inspires you.

What is a **WHY** Statement?

Your Why Statement is a sentence that clearly expresses your unique *contribution* and *impact*.

The *impact* reflects the difference you want to make in the world, and the *contribution* is the primary action that you take towards making your impact.

Together, these two components provide a filter through which you can make decisions, every day, to act with purpose.

your contribution

To _____

so that _____

your impact

***Simon Sinek- Start With Why