

# Why? How? What?

It is important that you understand your WHY, both personally and as a business owner. Your team should know your why and their own why.

Why = Purpose, intention (noun) the reason for which something is done or created, (verb) have as one's intention or objective

Ask yourself the questions below and begin to think about your own WHY.



# Ask Yourself and Define Your Why

Use the spaces below to begin to define your WHY.

Ask yourself each question and make notes in the space provided.

Write Down WHY

1

How do you reach your WHAT & HOW  
do you set yourself apart?

2

What are your products and  
services?

3

Get aligned. Compare your lists  
and make sure they align.

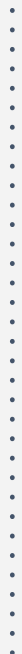
4

# Don't lose sight!

## Keep the "Why" in Your Practice

Use the checklist below to keep why the focus in your practice.

Everything you do in your office leads to your why, find ways to remind your team, find a place to bring visibility and ensure your culture matches your why!



I have my WHY posted in the office and visible to the entire team.

I have created a world class culture that keeps everyone on the team motivated to maintain it.

I keep everyone in the loop whenever I can so the entire team gets updates, ideas and changes.

I host regular meetings and schedule opportunities to get the entire team together so we can work on keeping why in the forefront of our minds.

I look for opportunities to have team building events.

I look for ways to support my entire team and encourage each of them to support each other.

"Working hard for something we don't care about is called stress; Working hard for something we love is called passion."  
- Simon Sinek