



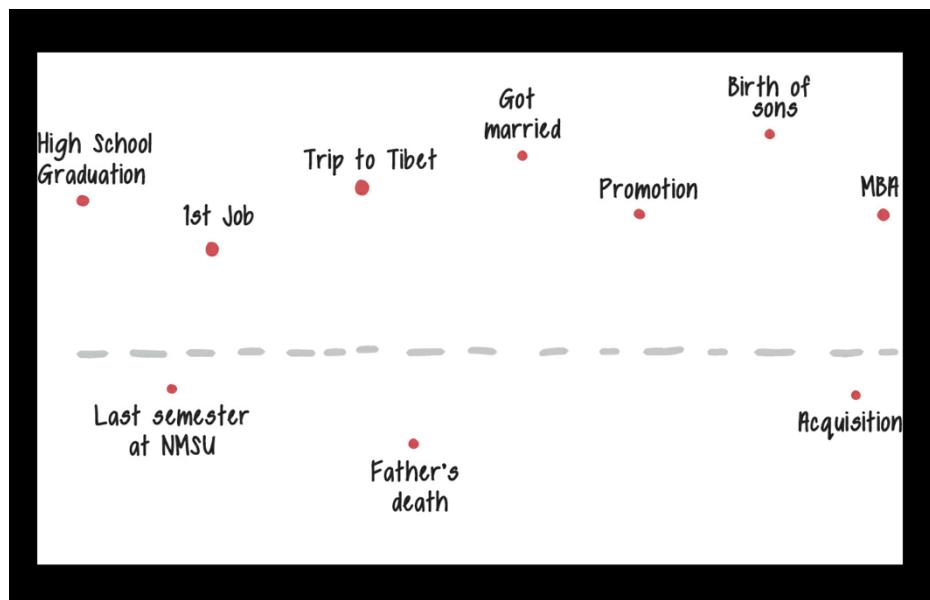
Find Your "Why"

1. Look back
2. Share & get feedback from a partner
3. Write your 'Why Statement' & refine.
4. Your How's
5. Act!

Step 1: Look Back!

Finding your passion or your "why" requires introspection, digging into your memory and being open to thinking about your feelings. There're a few techniques to doing this, and they all boil down to taking the time to think and write:

- **Journal** – For a week or two, keep track of everything you do, significant things you spend time thinking about ... and try to jot down how those things make you feel. Set aside an hour or two during this time to also think back on significant occurrences in your past and how those made you feel. If free writing or tracking your days isn't something you think you'll commit to, use the memory prompts on the back of this page.
- **Peaks & Valleys Exercise** – Draw a horizontal line on a piece of paper and start adding stories or memories into the chart – moments that you would enthusiastically relive above the line and events you wouldn't like to repeat but that were impactful below. The more impactful the story, the higher or lower above or below the line you should place it.





Memory Prompts:

- Who in your life has helped make you the person you are today? Write down specific times when they exemplified what you admire most about them. How did your interaction with them make you feel?
- Think of a day at work when, as you headed home, you might have said to yourself, "I would have done that for free." What happened that day?
- Think of your worst day at work – the kind you hope you never go through again. What happened?
- What is the earliest, specific, happy childhood memory that comes to your mind?
- At school, what was an experience you loved?
- What has been a pivotal moment in your life, one when you realized nothing would ever be the same?
- What happened that changed the way you think about the world and your role in it?
- What was a time when you gave of yourself to help someone else, after which you felt unbelievably good – like you had done something that mattered?
- What have you accomplished that you're really proud of? Make a mental note of others who were involved? Who cheered you on or motivated you?
- On your death bed or at your retirement party, what do you want to be remembered or celebrated for?



Step 2: Share & Get Feedback from a Partner

The objective of this part is to tease out the themes from your stories in step 1. You want to get beyond the “what happened” and get to the “how did that make you feel and impact your life” deeper understanding.

Schedule time to go through the memory exercise with a partner. A friend, colleague or facilitator will have objectivity that you will definitely not have about yourself and can ask probing questions.

Probing questions for the partner to ask:

- Tell me a specific time when you felt X (draw key feelings the person gravitates towards from their stories and hone in on one or two).
- What about the experience did you love? What about *this* story is special vs. other times you felt a similar way?
- Are there lessons from this experience that you still carry with you?
- Who do you most admire? What about them makes them special or worthy of admiration? Go beyond character.

The partner should be listing out all the themes they hear in the stories and try to get at the meaning behind them through the probing questions. They can chart it all in a simple T chart (see back page) with Facts on the right and Meaning/Feelings on the left.

When you have all your themes listed out, pick the most frequent or the ones that really resonate. Pick the ones that feel like “yeah, that’s totally me!”



TRAVIS MANION
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Find Your Why

| Facts | Feelings / Meaning |
|-------|--------------------|
| | |

“If Not Me, Then Who...”

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Step 3: Writing Your Why Statement.

From your top themes, start distilling down to a sentence. This takes time and patience, but you want to end with a statement that's something like:

To [contribution to others] so that [Impact].

The first or second sentence you come up with won't be your final WHY most likely. Write down a number of variations that hit your key themes and see which ones feel right. Keep refining and adjusting. Use the space below to jot down ideas. This is also where sharing comes in. Share with your friends and family and see what they think.

Quick Hints & Tips:

- You only have one why and you *definitely* do have a why. It's something that's consistent throughout your life – home, work, school, friend lives will all have the same why.
- This is the reason your spouse loves you and why your best friends do too.
- Your family is not your why ... nor is earning money. What about your family is important or gives you fulfillment? What do you want to do with all that money you earn?
- Remember that fulfillment is different from happiness or achievement. We don't always actually like or draw happiness from our kids (terrible twos!!!), but we do love them and find fulfillment in those relationships.



Step 4: Your How's

Your How's are very similar to your strengths that we've discussed in the past. They are tools that you use to live your best life, narrow your focus and help guide you toward areas or actions that will give you the most fulfillment.

- Once you're settled on a "Why," go back to your list of themes and refine those. Narrow them down to 4 or 5 (combine like themes and prioritize). These are your HOWs. Notice how these How's seem a lot like the descriptions from our strengths. Connect your top strengths to your How's for additional context.
- The goal is to end with one sentence plus some explanatory bullets for each How. Make the language action oriented. Notice how there is a verb in each How statement:
 - "Optimistic" → "Find the positive in everything" or "See the glass half full"
 - "Connection" → "connect with people in meaningful ways"
 - "Always Learned from Others" → Learn something from everyone
- Next add some description to each How to explain them in the context of your life. So: for "Learn Something from Everyone" the explanation could be "Extend trust to others and let people know you have their back."

Your How's:



Optional Reading:

Here are a few optional things to read, watch or listen to if you would like further info.

Watch (18m):

- [Simon Sinek's original TED Talk - How Great Leaders Inspire Action \(18m\)](#)

Listen: About 20 minutes each podcast.

- [Harness the Power of Why - Part 1](#) - Sinek
- [Part 2](#) - Sinek
- [Part 3](#) - Sinek
- [Cleared Hot podcast with Tosh as the guest!](#) Around minute 15 they start to talk about Passions/Why. Also explicit language

Read:

Article length

- [Screw Finding Your Passion](#) (explicit language...) - Mark Manson
- [Oprah](#) has an opinion on finding your passion too!

Go deep: Books:

- [Find Your Why](#) (2017) by Simon Sinek & David Mead & Peter Docker

[Sinek's website](#) has a "Find Your Why" course. Its \$150 normally, \$25 for veterans. I haven't taken this course, but have heard great things.