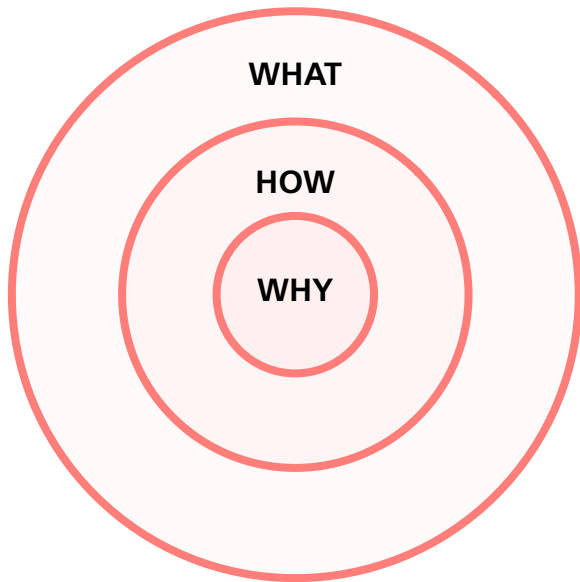


Finding Your Why worksheet

Finding your purpose is very liberating. It becomes the compass that guides your life. Suddenly, it's a lot easier to make decisions because you know what to focus on and what is ok to let go. I recommend you try it. You'll need to spend time looking back over your past, at what you have enjoyed doing over the course of your life and see if you can recognise any patterns or themes.



START WITH WHY

A great way to understand this book is to watch [Simon's TED talk](#)

There are three simple steps:

1. Start with your WHY. That will inspire people to buy from you and to work with you. Your WHY needs to be uplifting, purposeful and much bigger than money.
2. Then tell people HOW you go about achieving your WHY. Your HOW needs to differentiate you from the competition.
3. And finally, tell them WHAT you do. It is the evidence of your WHY. The WHAT needs to be totally aligned to the WHY.

IKIGAI (pronounced 'eeky-guy')

This is your "reason for being".

You need to find:

1. What you love
2. What you are good at
3. What the world needs
4. And what you can be paid for

for

From that, you get a lot of insight:

- What you love + what you are good at = your **PASSION**
- What you love + what the world needs = your **MISSION**
- What you are good at + what you can get paid for = your **PROFESSION**
- What the world needs + what you can get paid for = your **VOCATION**

