**Find your WHY**
- The Workbook

**Created by Scott Dinsmore**

**Completed By: ______________________________  On ______________**

“This is a supplement to the post: Does What You’re Doing Actually Matter? This post and workbook was inspired by Simon Sinek and his book Start with Why. Please check him out to dig deeper.

**Guidance:** Use the following questions to help understand your Why and see if the work you’re doing actually matters - both to you and to the world. Be sure to print this out so you can put pen to paper. Then take it to a coffee shop or park, WITHOUT an Internet connection or a time limit, and let the awesomeness begin.

**Without a Why, big things can’t happen.**

**With it, you become unstoppable. Let’s begin.**

**Step one - Why and work**

1. **What do you do for work? (This one should be easy)**

2. **Why do you do it? Don’t over think it, just write what comes to mind. We’ll refine it below.**

3. **How is what you’re doing making you a better person?**

4. **How is what you’re doing making the world a better place?**

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5. Why do people buy from you? What reasons have they given beyond feature sets and statistics?

**Step Two - Understanding your beliefs**

1. What topics do you find yourself continuously arguing or defending with others? What beliefs does your stance represent?

2. What makes you most angry about the state of the world?

3. What are you most afraid of for the next generation, whether you have kids or not?

4. What makes you happiest in your life? What excites you?

5. What is your belief of how the world should be?

**Step Three - Connecting beliefs and work**

1. Given your above answers, what 3-5 beliefs are you most passionate about?
   
   1.
   2.
   3.
   4.
   5.

2. Does your current work embody those beliefs? YES or NO?
   
   If YES, describe how your work allows you to live your Why.
   
   If NO, how can you connect your beliefs to your current work?
3. If your current work makes it impossible to live your why, then list 3-5 possible dream jobs or businesses that would firmly embody your core beliefs.

1.
2.
3.
4.
5.

**Step Four - Take action**

As with everything in life, you now have a choice to make:

Option 1: Find a way to live your why in your current work.

Option 2: Find new work that starts with your why.

**Life is too short for anything else, and too long to be doing something meaningless. Either find the meaning or create it.**

**The choice is yours.**

The good news is I’m here to help.

A powerful Why can change lives, spread happiness and even lead a revolution.

The only question is: what revolution will you lead?

I hope to be behind it!

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Was this workbook helpful? Do you know someone else who could use some help with their Why? Please email this guide to [two friends](mailto:twofriends@example.com) and share it on Twitter using this link: [Does What You’re Doing Actually Matter?](https://twitter.com/share)

You guys are awesome!

For a much much deeper dive into your Why, please read Simon Sinek’s book, *Start with Why* and check out his TED Talk: [How Great Leaders Inspire Action](https://www.youtube.com/watch?v=QhGkHsJQwOg).