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LEADERSHIP COACHING+
RETREAT EXPERIENCES

Your WHY

Our WHY is the consistent reminder of the inspiration + drive behind what we do. It grounds us and gives us the courage as we intentionally create our lives.

Discovering your WHY can serve as your steady and be a main vetting system for small + big decisions in your life.

The WHY work shared here is based upon my training with Simon Sinek.

Your WHY should be:

- simple and clear
- actionable
- focused on how you'll contribute to others
- expressed in affirmative language that resonates with you
- applicable to everything you do, both personally and professionally—without separation.

Team Simon provide a simple format to use to draft your WHY statement:

TO _____ SO THAT _____

The first blank represents your contribution — the contribution you make to the lives of others through your WHY.

The second blank represents the impact of your contribution.

Here is mine for an example:

"To connect and provide support so that humans know their value, feel their worthiness, and are inspired towards authentic action."

As I move through life, this is what I come back to as a marker for my success and to understand if I am staying on my path towards the life I desire to create.