Explorer Worksheet

7 Levels of Why

Instructions for Explorers:
Use these pages to jot down any thoughts, insights, or emotions that arise during the exploring WHY activity. This is an opportunity to reflect on how their journey resonates with your experiences.

Setting the Stage:
Reflect on a pivotal moment, experience, or event in your life that stands out to you. This could be something that taught you a valuable lesson, shifted your perspective, or shaped your goals.

The 7 Questions:

1. Why do you do what you do as a professional?

2. Why is that important to you?

3. What impact do you hope to make?

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The 7 Questions (cont'd):

4. Why does that matter to you personally?

5. Why does this reveal about your core values?

6. What ultimate purpose drives your business decisions and actions?

7. How does this connect to who you want to be?

"Why" Statement Template:

I < ___*contribution*___ > so that < ___*impact*___ >.

7 Levels of Why: Next Steps

The following are some ideas and examples for how you can incorporate your WHY into your leadership, networking, and organizational strategies to create meaningful impact.

Leadership

Lead By Example: Share your WHY with your team and use it to guide your decisions, actions, and behaviors.

- Example: *"I empower my team to take ownership of their work so that we can achieve our collective goals."*

Inspire Vision: Use your WHY to align your team around a shared purpose or organizational mission.

- Example: Integrate your WHY into team meetings, presentations, or goal-setting sessions.

Strengthen Relationships: Actively connect with team members' own WHYs to build trust and deepen collaboration.

Networking

Authentic Connections: Share your WHY when introducing yourself or discussing your professional journey.

- Example: *"I believe in fostering growth so that others can reach their potential, which drives my work in leadership coaching."*

Elevator Pitch: Incorporate your WHY into a concise statement about who you are and what you stand for.

- Example: *"I help leaders discover their strengths so that they can build stronger, more effective teams."*

Collaborative Opportunities: Seek out connections with individuals or organizations whose WHY aligns with yours.

Marketing

Personal Branding: Infuse your WHY into your professional bio, website, or social media profiles.

- Example: *"I lead with purpose to create environments where teams thrive and leaders excel."*

Participant Worksheet

7 Levels of Why: Next Steps

Marketing

Content Creation: Use your WHY as a foundation for creating blogs, videos, or presentations that highlight your values and expertise.

Mission-Driven Messaging: Align your WHY with your company's mission in customer-facing communications to foster trust and loyalty.

Organizational Strategy

Cultural Alignment: Use your WHY to shape company culture, ensuring values and purpose are reflected in policies and practices.

- Example: Build training programs that reflect the principles behind your WHY.

Decision-Making: Refer back to your WHY when making strategic choices to ensure alignment with long-term goals and values..

- Example: *"Does this decision align with my goal to empower and inspire others?"*

Change Leadership: Leverage your WHY to rally others during organizational changes by connecting decisions to purpose.

Personal Growth

Daily Reflection: Revisit your WHY regularly to stay focused and intentional in your actions.

- Example: Start each day by reflecting on how your WHY will influence your priorities.

Professional Development: Seek opportunities that align with your WHY to grow in ways that support your purpose.

Community Impact: Explore ways your WHY can guide your contributions beyond the workplace, such as volunteering or mentorship.