

Explorer Worksheet

7 Levels of Why



Instructions for Explorers:

In Chapter 2, you used the 7 Levels of Why to explore your own purpose and the WHY behind the work you do. Now it's time to turn the process outward.

Invited members of your team to work through these questions for themselves. The goal isn't to get employees to adopt your WHY or repeat the organization's mission. It's to better understand what matters to them, what motivates their work, and the impact they hope to make.

As you explore their answers together, listen for opportunities to connect their individual sense of purpose to the work of the team and organization – **without expecting those WHYS to be the same.**

Setting the Stage:

Ask your employee to reflect on a pivotal moment, experience, or event that has influenced who they are professionally. It might be something that taught them an important lesson, shifted their perspective, or shaped what they value, or influenced the kind of impact they want to make through their work.

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 with Intention: Use your WHY to guide how you approach your work, make decisions, and show up for other.

- Example: *"I create clarity so that the people around me can move forward with confidence."*

Connect to Purpose: Look for connections between your WHY and the broader goals of your team or organization. Understanding where they intersect can make your work feel more meaningful and help you see how your contribution matter.

- Example: Consider how your role and daily responsibilities contribute to an outcome or impact that matters to you.

Strengthen Relationships: Share your WHY with colleagues and take time to understand what matters to them. Recognizing what motivates each person can build trust, improve collaboration, and help you work together more effectively.

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."*

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.