

**WORKSHEET**

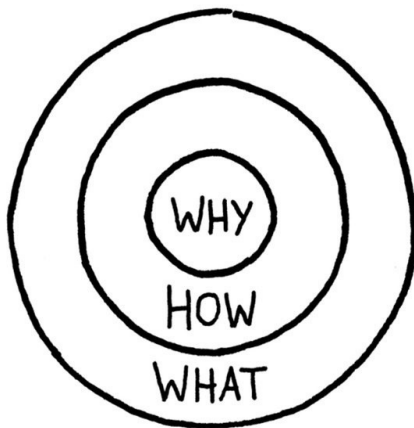
# Finding Your Why

Build your own Golden Circle, listing out what your company does, how you do it, and why you do it. From here, consider your why when reviewing your company's mission statement.

**what**

**how**

**why**



**What**

Every organization on the planet knows WHAT they do. These are products they sell or the services they offer.

**How**

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

**Why**

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. It's a purpose, cause or belief. It's the very reason your organization exists.