



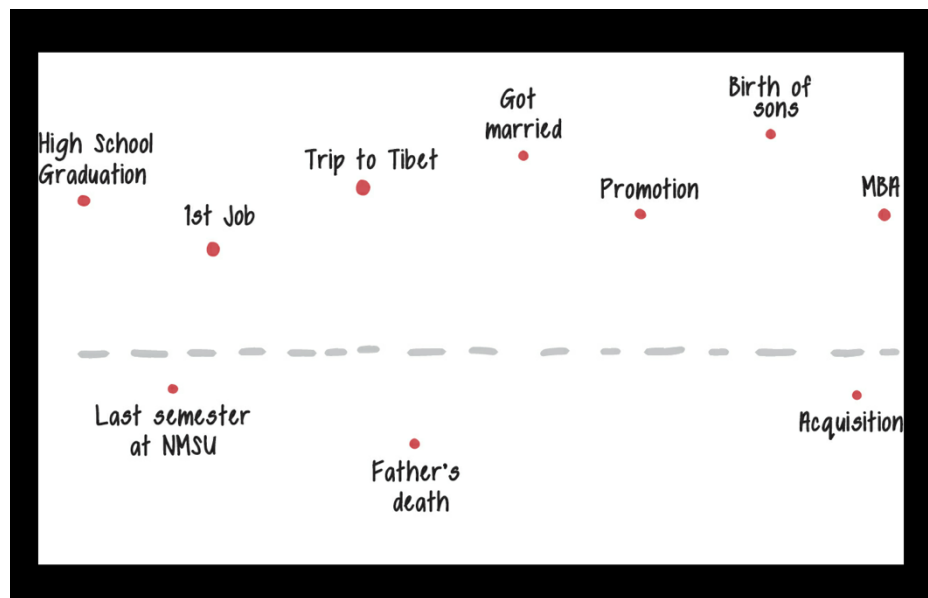
Find Your “Why”

1. Look back
2. Share & get feedback from a partner
3. Write your ‘Why Statement’ & refine.
4. Your How’s
5. Act!

Step 1: Look Back!

Finding your passion or your “why” requires introspection, digging into your memory and being open to thinking about your feelings. There’re a few techniques to doing this, and they all boil down to taking the time to think and write:

- **Journal** – For a week or two, keep track of everything you do, significant things you spend time thinking about ... and try to jot down how those things make you feel. Set aside an hour or two during this time to also think back on significant occurrences in your past and how those made you feel. If free writing or tracking your days isn’t something you think you’ll commit to, use the memory prompts on the back of this page.
- **Peaks & Valleys Exercise** – Draw a horizontal line on a piece of paper and start adding stories or memories into the chart – moments that you would enthusiastically relive above the line and events you wouldn’t like to repeat but that were impactful below. The more impactful the story, the higher or lower above or below the line you should place it.





Memory Prompts:

- Who in your life has helped make you the person you are today? Write down specific times when they exemplified what you admire most about them. How did your interaction with them make you feel?
- Think of a day at work when, as you headed home, you might have said to yourself, “I would have done that for free.” What happened that day?
- Think of your worst day at work – the kind you hope you never go through again. What happened?
- What is the earliest, specific, happy childhood memory that comes to your mind?
- At school, what was an experience you loved?
- What has been a pivotal moment in your life, one when you realized nothing would ever be the same?
- What happened that changed the way you think about the world and your role in it?
- What was a time when you gave of yourself to help someone else, after which you felt unbelievably good – like you had done something that mattered?
- What have you accomplished that you’re really proud of? Make a mental note of others who were involved? Who cheered you on or motivated you?
- On your death bed or at your retirement party, what do you want to be remembered or celebrated for?