

Find Your Why Worksheet

 thmeaningmovement.com/find-your-why-worksheet

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Step 1: Gather Stories

Collect 5-10 impactful moments when you felt fulfilled, proud, or most yourself. Not necessarily “life-changing” moments. Just times when you felt alive.

Here are the prompts that work best:

- When have you felt most alive or engaged?
- What activities make you lose track of time?
- What would you do even if you weren’t paid?
- When have others told you that you made a difference?
- What moments are you genuinely proud of?

Write 2-3 sentences per story. Get specific. “I like helping people” is too vague. “I felt alive when I taught my neighbor’s kid to code and saw her eyes light up when the program finally worked” is specific enough to work with.

Step 2: Share with Partner

Step 3: Identify Themes

Step 4: Draft Why Statement

Together, craft a statement in the format “To [contribution] so that [impact].”

Examples of strong why statements:

- **Simon Sinek’s own why:** “To inspire people to do what inspires them so that together we can change the world.”
- **A teacher’s why:** “To empower young people to trust their own voice so that they can create meaningful work.”
- **A systems thinker’s why:** “To bring clarity to complexity so that people can make confident decisions.”

Sinek’s right about partners— most people can’t see their own patterns. But solo is still better than never doing it.

Now, what do you actually ask yourself when gathering those stories? Here are the core worksheet exercises.

Essential Worksheet Exercises and Questions

Effective find your why worksheets center on three types of questions: fulfillment moments (when you felt most alive), contribution patterns (how you naturally help others), and values clarification (what matters most to you beyond external rewards).

Fulfillment Questions

- When have you felt most fulfilled or proud?
- What activities make you lose track of time? (And no, not scrolling social media— the moments when you look up and hours have passed because you were fully engaged.)
- If money weren't an issue, how would you spend your time?

Contribution Questions

- How do people describe what you're good at?
- When have others told you that you made a difference?
- What do friends or family come to you for?

Values Questions

- What would you do even if you weren't paid?
- What injustices or problems make you angry?
- What legacy do you want to leave?

Don't overthink these. Your first instinct is usually right.

Crafting Your Why Statement

Your why statement should be simple, action-oriented, and capture both your contribution (what you give) and your desired impact (the change you want to create)— typically following the format “To [contribution] so that [impact].”

Contribution = your unique gift, how you naturally show up **Impact** = the change you want to create in others' lives or the world

Keep it simple— one sentence, under 15 words if possible.

Examples:

- “To inspire people to do what inspires them so that together we can change the world.” (Simon Sinek)
- “To empower young people to trust their own voice so that they can create meaningful work.”
- “To bring clarity to complexity so that people can make confident decisions.”
- “To help people find confidence through skill mastery so that they can build the life they want.”

Common mistakes:

- **Too vague:** “Help people be happy” doesn't tell you anything actionable

- **Too specific to current job:** Your why should transcend job changes
- **Too long or complex:** If you can't remember it, it's not useful

Your first draft will probably feel clunky. That's normal. Refine it.

How to know if it's right? Does it feel true even when circumstances change? Can you see it applying across different seasons of your life?

Don't wordsmith it to death. A simple, clear statement beats a perfectly crafted but forgettable one.

Even with clear instructions, getting stuck is common. Here's how to work through it.

What to Do When You Get Stuck

If you're stuck finding your why, you're likely either trying to think your way to the answer (instead of gathering stories first) or expecting instant clarity (when most people need multiple sessions and refinement over weeks).

Common Block #1: Drawing a Blank

If you've sat staring at these questions for 30 minutes without writing anything, you're trying to think your way to the answer. Stop thinking. Write one story— any story.

Lower the bar— start with moments you felt “pretty good” not “life-changing.”

Common Block #2: Everything Feels Forced

You might be overthinking. Take a break. Come back tomorrow.

Common Block #3: Multiple Conflicting Themes

That's actually normal. Look for the meta-pattern connecting them. What do teaching someone to code and reorganizing a chaotic system have in common? Maybe both involve bringing clarity.

Common Block #4: “I Don't Have a Passion”

Finding your why isn't the same as “following your passion.” [Cal Newport's research](#) shows the passion hypothesis is not just wrong, it's dangerous. Passion often follows skill development, not the other way around.

Your why is about contribution and impact— passion isn't required.

Most people give up too early. Clarity doesn't arrive in one sitting.