

# Your Big Why

The purpose of understanding your Big Why is to mobilize your energy and focus. It's to help you to show up every day and do your best work. This exercise is not about the things you can attain in the pursuit of happiness, it's about discovering **who you can become** in that pursuit. Print out this page and write down your answers to the following questions.

## METHOD 1

### I Three Questions

Who in the world do you want to help most?

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What problem do you want to help them solve?

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What do you feel when you help those people solve that problem?

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## METHOD 2

### I Reverse Engineer

What I don't want:

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What's the opposite of that?

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METHOD 3

## **| What Pisses Me Off?**

Anger is a symptom of passion. What is it that gets you fired up? If necessary, apply the Three Questions to what you discover here to help define a problem needing to be solved and who would benefit from that solution.

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METHOD 4

## **| The Inner Circle**

Identify the five people that matter most to you, and take the time to explore what their Big Why's are.

Who:

What's their Big Why?

1.	<hr/>	<hr/>
2.	<hr/>	<hr/>
3.	<hr/>	<hr/>
4.	<hr/>	<hr/>
5.	<hr/>	<hr/>

What would happen if you focused on how to help them realize their Big Why? Would helping other people unpack their Why's and achieve their goals help you discover what your Big Why is?

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METHOD 5

## **| The Bucket List**

What are all the places that you want to visit, all the things you want to have, and the experiences you want to enjoy before you ultimately kick the bucket? You may need a separate piece of paper.

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METHOD 6

## **| Time Limit It**

What's your Why for the next 90 days? For the next 30 days? For the next week?

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