



FIND YOUR **WHY** TO GET UNSTUCK

HOW TO FIND YOUR WHY AND
COMMUNICATE YOUR PURPOSE TO THE WORLD

INTRODUCTION



Do you feel stuck in your life right now? Do you know that there is much more to life than you are currently experiencing but you don't know what this is? Do you feel that you are just drifting along in life and that you have no real purpose? If any of those questions apply to you then this is definitely the right guide for you.

Most people just drift along in life and complain when things don't turn out as they want them to. They do not have any direction and just take the path of least resistance. A small percentage of people know exactly what the purpose of their life is and are constantly striving for fulfillment.

The secret to fulfillment and happiness in life is to know your true purpose and to set goals to support it. Some people know this but struggle to find their true calling. They will often experiment a lot in the vain hope that they might stumble on the right thing. This rarely works.

In this guide you will learn the importance of discovering your WHY. We will show you how to find your WHY by asking yourself the right questions. You will also learn how to create a compelling and powerful WHY statement.

Having a strong WHY statement is just the start. You then have to live by it to attain total fulfillment. We will show you effective ways that you can live by your WHY and keep it uppermost in your mind.

Finding your true purpose in life is something that everyone should strive for. You are so far ahead of most of the population by reading this guide and being willing to take action with what you learn here. Finding your WHY is a true "eureka" moment and you will be very grateful that you experienced it.

There is nothing more satisfying than realizing what your true calling in life is. This will provide you with the clarity and direction that you need in your life. So read every word of this powerful guide and start your journey to discover your WHY and communicate your purpose to the world.

Are You Stuck In Your Life?



CHAPTER 1

There are probably many people who consider themselves “stuck” in their lives right now. Are you one of them? Do you know what the real meaning and purpose of your life is? Have you set goals and failed to achieve them? Or maybe you achieved your goals but felt that there was still something lacking in your life?

If you do feel stuck then don’t worry because you are not alone. It is a common feeling that a lot of people experience. Fortunately you had the foresight to grab a copy of this guide to help you move away from “stuck” to clarity, purpose and fulfillment.

The Problem with Goals

Very few people set goals so if you do this you need to congratulate yourself because you are certainly in the top 5%. A lot of people will set goals without fully understanding why they have set them.

If you do this then it is unlikely that you are going to achieve your goals because you do not have a driving force pushing you to overcome the obstacles that you will inevitably face so that you can achieve them.

Human beings do everything for a reason. What is the difference between a person that goes all out to achieve their dreams and someone that tries their best? Well the first person is completely driven – they are inspired and motivated to achieve their dreams no matter what. The second person is nowhere near as committed as this.

So what does all of this mean? What it means is that when you set your goals you need to have a strong reason as to why you want to achieve them. It has to be a strong reason because weaker reasons won’t cut it.

Here is an example. A woman decides that she wants to set a goal to lose 20 pounds in 3 months. She communicates this with her friends and family and they ask her why she wants to do this. She replies “I want to fit into that summer dress I bought a few years ago”.

This is a weak reason for her goal. How important is fitting into that summer dress really for her? It's probably not that important right? OK she looked good in the dress and it cost her money but is this reason really going to motivate her to eat the right things and participate in an exercise routine every day?

Contrast this to a reason like "I want to lose those 20 pounds so I can feel super sexy and turn heads wherever I go". Would that inspire and motivate you more than just fitting into an old dress? Of course it would!

Human Behavior is Driven by Emotion

We have thoughts in our heads and these make us feel a certain way. Some of these thoughts will stir strong emotions within us and make us take certain actions. A single man sees a beautiful girl at a party. He is captivated by her beauty and wants to get to know her. The thoughts in his head stir up different emotions.

On the positive side he can see himself walking around with this gorgeous girl on his arm. He would have so much love for her and literally do anything for her. The negative side of this is that he has seen several guys approach her and be rejected. Rejection is not something that he really wants to deal with. So what does he do?

He plucks up the courage and goes over to her. He comments on how nice her hair looks and that she shouldn't be alone. While he is doing this his body is preparing itself for the feeling of rejection but he pushes through this. The girl likes him and they spend the evening together.

Why did the man choose the positive emotion over the negative? He did this because the feelings were stronger to him. Stronger emotions will always trump weaker ones when it comes to our behavior.

Think about the woman that wanted to lose 20 pounds. It is her birthday and someone brings a delicious birthday cake to her house. She is salivating over this cake but knows that she shouldn't eat even the smallest portion of it. After all she wants to fit in that summer dress again.

She rationalizes all of this in her head and then thinks "who cares about the dress it's my birthday!" And of course she will eat some of the cake and put her weight loss progress back considerably.

If she wanted to lose the weight to be sexy and turn heads then do you think that she would respond in a different way? We think that it is more likely that she will reject the offer of the cake if that is her reason for losing the weight. The emotion is very strong in this reason and it will probably win the day.

You need a Strong WHY

We have all done things where we had to push through the pain barrier or overcome very big obstacles to achieve something. The thing that gave us the strength and tenacity to do this was the reason "why" we were doing it.

It would certainly not have been easy for the man to approach the pretty woman at the party. Having seen a number of guys fail miserably his mind would be telling him that he would be rejected as well and that is a whole bunch of pain.

But he ignored his mind and the tension in his body and went for it anyway. He had a very strong “why”. In our example the man succeeded and spent the evening with the woman. It could have gone wrong for him as well of course – but the main thing to note here is that he took action because his “why” was so strong.

This guide is all about the power of finding your “why” and how to use this to get what you really want from life. If you set any goals and you don’t really know why you want to achieve them then you are in for a rough ride.

Maybe you are setting these goals because you have been influenced by others. Your friend is the same age and she is training to run a marathon. So why shouldn’t you do the same thing? If she can do it then you can do it. But your friend has a very strong “why” for running the marathon. You are just doing it because she is and you are not very likely to succeed.

Or perhaps you think that it is just the right thing to do. You have learned over the years that it is important to save money and not waste it on frivolous things. But you yearn for that new car and it is very tough for you to overcome this urge. It is a strong “why” and “doing the right thing” is very unlikely to stop you buying the car.

In the next chapter we will take a deeper look into the importance of your WHY...

The Importance Of Your WHY



CHAPTER 2

Every day of your life you do certain things. When you get up in the morning you take a shower and brush your teeth. You go to work and do things that the company or organization wants you to do. When you return home of an evening you may eat some dinner, watch TV and then go to bed.

So think about this for a moment – you know “what” you do, and you know “how” to do it. But do you think “why” you do these things? Why do you have a shower every morning? Why do you brush your teeth? Why do you do certain things at work? Why do you watch TV when you return home?

Essentially the “what” and the “how” usually come pretty instinctively. The “how” part may require you to learn and practice but after a while this becomes an automatic thing to do. But what about “why” you do all of these things?

Sometimes the “why” is pretty obvious. If someone was to ask you “why do you shower in the mornings and brush your teeth in the morning?” you would probably answer “because you don’t want to be dirty and you want to smell nice”.

Other times the “why” is not so obvious. Why do you sit in front of the TV at night while other people are in the gym or socializing with others? If you really think about it then you may say that “the TV relaxes you” or “it is something that I have always done”.

Doing things at work that you don’t enjoy doing is interesting. Most people will say “if I don’t do it I will get fired” which is a fair comment. But have you ever wondered why your employer asks you to do certain things? A lot of people will say that they really don’t care about this and all they want is their salary at the end of the month.

You need to care about the WHY

When you understand “why” you and your employer do certain things it will give you a much greater perspective on life. From an individual point of view, your WHY is what drives you. It is your purpose. You are unique and the reason that you do the things you do sets you apart from everyone else. Rejoice in this uniqueness!

Your WHY is the reason that you take action. It gets you out of bed in the morning and into the shower. It then gets you to your place of work or business. When you understand your WHY this can actually inspire others to take the action that you want them to take as well.

What is your True Purpose in Life?

One of the oldest questions is “what is the purpose of life?” or “why are we here?” A lot of people will tell you that this is an impossible question to answer but we believe that you set your own purpose in life.

You have the tools (your mind) to set this purpose. Think about where you are in your life right now. Everything around you is a result of your thinking. All of the things that you have and don’t have come from the purpose that you believe that you have in the world. At this point you may find this hard to believe.

We believe there are 3 types of people in life:

1. The Drifters

If you do not have a true purpose and are happy to just drift along in life then the things that you have or don’t have will be a reflection of this. Some people just don’t care that they do not have a real purpose in life and are quite happy to just amble along at someone else’s pace.

2. People who are Stuck

Then there are others who are not satisfied with doing this and want to find their WHY so that they can lead a life which will fulfill them. The problem is that these people struggle to really find their purpose so they end up “stuck” and don’t know which way to turn.

3. People who know their WHY

And finally there are a small percentage of folks that know exactly what their WHY is. These people are driven and live life to the maximum. You will not find these people slouched on the sofa watching meaningless TV every evening. They are out and about making things happen.

So which of these categories do you fit into? It is likely that you are in the second category with the other people that are stuck. This is just a hunch as why would you be reading this guide otherwise?

If you are in the “stuck” situation then this is OK. There are no hard and fast numbers on this but we believe that the majority of the population are drifters. They just happily bound along wherever life takes them.

If you are stuck then you are in the minority. You know that your WHY is very important in your life but you are having a hard time finding your purpose. Give yourself a pat on the back for being in this situation because you are far ahead of the rest.

You understand that it is very important to know your WHY to live life to the full. Your WHY is going to be different from other people's which is fine because we are all different. It is not enough for you to drift along in life – you expect and want more.

In the next chapter we will take a look at the major benefits of knowing your WHY...

The Major Benefits Of Knowing Your WHY



CHAPTER 3

The first thing that we want you to understand is that you can have more than one WHY statement. You can have an overall personal WHY statement and you can have individual WHY statements for each of your goals.

Your Overall Personal WHY Statement

When you commit to writing an overall personal WHY statement it forces you to think very deeply about the purpose of your life and to provide you with clarity about what things are really important for you.

A personal WHY statement will determine how you need to progress with your personal development. You will be defining your real purpose and your ideal life and it is very likely that there will be gaps that you need to fill.

In your personal WHY statement you will define what your true values are and what you really aspire to in life. Once you have written your overall personal WHY statement it will imprint your true purpose and real values in your mind.

Once you have written your personal WHY statement you need to include this in everything that you do. When you create your plans for each day (and each week) it is essential that you base these things on your personal WHY statement. This will give you the focus and the drive to complete all of your actions.

Individual WHY Statements for your Goals

We recommend that you create your overall WHY statement first. The reason for this is that it will help you to decide what you really want from your life and be the driving force behind the goals that you set. If you try to set goals that do not align with your personal WHY statement, then it is very unlikely that you will achieve them.

Having an individual WHY statement for every goal that you set is necessary because you can make these specific to each goal. As long as the goal WHY statements all fit with your overall personal WHY statement then this is fine.

So if you want to make additional income or lose weight then it is fine to write a separate WHY statement for both of these. Your overall personal WHY statement will inspire you in general, while having separate goal WHY statements should inspire and motivate you to achieve each of your goals.

Here are the 6 major reasons why you need WHY statements:

1. It defines who you Truly are and what you want

Trying to pursue goals that you are not truly committed to achieve is a thankless task. It will be almost impossible for you to be totally inspired if your heart is not really in it. You need to find out where your heart truly lies and what you truly want to achieve in your life.

When you have a personal WHY statement it will give you a real sense of purpose in your life. If it is written correctly (we will cover this in another chapter) then it will motivate you and help you to set goals that really inspire you. A strong WHY statement will make you jump out of bed each morning full of hope and anticipation for the day ahead.

2. WHY Statements Provide Focus

Have you ever set goals that you were not really committed to? We have all done this and as we said before you can often be influenced by others to do this or just believe that you should do it. In this situation you will not be truly focused to achieve these goals because the right level of commitment is not there.

After writing your personal WHY statement you will know what your next moves need to be. You can prioritize and focus so that you achieve everything that you want a step at a time. When you read your WHY statement every day it will provide you with a sharp focus on the things that you need to be doing in your life.

3. Decision Making becomes a lot easier

You will find that having a strong personal WHY statement it will be a lot easier for you to make decisions. We are talking about all decisions here both large and small. If you do not have true clarity about your mission in life then every decision will be a lot tougher to make.

This does not just apply to setting personal goals although it will help massively in this area. General decisions that you make every day will become easier. You will probably make some changes to the types of products that you purchase in the future as a result of your personal WHY statement for example.

4. You Become Accountable

If you drift along in life then you have a very low level of accountability. You just go with the flow and do not really think too much about the consequences of your actions. When you write and commit to

a “personal WHY statement” all of that changes. You will make decisions more carefully because you will need to think about the consequences.

At first it may take you a little longer to make decisions after you have written your personal WHY statement. That’s OK because it will not take you long to adapt to this new decision making process and at the end of the day you know it will be worth it because the decisions truly integrate with who you are.

5. You will probably be Healthier and Live Longer

A number of [studies](#) have confirmed that people that have a personal WHY and know their purpose in life tend to be healthier and live longer than others that don’t. The reasons for this are not fully understood, but one theory which seems very credible is that when you have a personal WHY you have prospective purpose.

This means that you really look forward to fulfilling your purpose in life and drive towards it every day. People that do this tend to suffer less from stress as they have clarity and their minds are not full of other thoughts which lead to indecision.

6. You will become more Resilient

When you have a personal WHY, you will usually be able to better handle setbacks in life. You will be able to look at each setback and see meaning in them. People that drift in life do not see setbacks in the same way.

With your purpose in life identified, you will feel that you have “mastery” to assist you when things go badly in your life. You will not hang on to things that don’t matter and you will always learn from any obstacles you encounter. Your resilience increases and bouncing back from adversity is quick and relatively painless for you.

In the next chapter we will discuss how you can find your WHY in life...

How To Find Your WHY



CHAPTER 4

So what is your reason for getting out of bed every morning?

A lot of people spend a great deal of time trying to find their WHY. This is their calling in life or their purpose. Some find it but a lot don't. In this chapter we will give you all of the tools that you need to find your WHY.

It is very important that you discover your true WHY. This will enable you to pursue those things that will provide you with ultimate fulfillment in your life. Once you know your WHY you can make the right decisions and take the most appropriate action.

Finding your WHY

This chapter is all about finding your personal WHY. In a later chapter we will discuss how you can find a WHY (mission statement) for a business.

To get the most out of what we are about to recommend you need to be prepared to think inwardly and answer a number of questions about your life up until now to truly discover your WHY. We recommend that you write down all of your thoughts in a journal. If you don't have a journal then now is a good time to start one.

1. What can you do to improve the lives of others?

There are not many feelings better than doing things that will provide more benefit to others than they will yourself. There has been a lot of research showing that people with a true purpose and an attitude of gratitude usually end up making a large contribution to the world far beyond themselves.

When you are grateful for what you have in life you appreciate more the role that others play in your life so you develop a greater need to "give back". There are many ways that you can do this such as making donations or volunteering to help others in need.

Believing that you can really make a difference in the world is a great thing to have in your personal WHY statement. It will provide you with a true sense of purpose and a real mission in your life.

2. What Activities did you participate in that seemed to make time pass more quickly?

You will no doubt have heard the old adage that “time flies when you are having fun”. In the psychological world the experts call this the “flow”. The activities in your life that make time pass by quickly for you are your passions.

When you do things that you enjoy you will have more energy. This is living your life’s purpose. Most people do things that drain them of vital energy and as a result they are exhausted each day and time seems to pass very slowly.

3. What did you enjoy when you were a child?

It will help you discover your WHY by thinking back to your childhood and the things that provided you with the most enjoyment. So get really introspective here and reflect on the story of your life. You will soon discover specific patterns that occur over and over again. It is possible that you will identify activity trends as well.

Take a good look at these patterns because they usually hold a number of clues to your purpose in life. Some of the things that you enjoyed as a child you continued to enjoy throughout your life so identify these.

As we get older it is easy to lose sight of those things that you really enjoyed in your childhood because of the pressures of growing up. These pressures act as passion killers. When we become adults we tend to focus on things that bring a reward to us. This often creates a “disconnect” with the things that we are really passionate about.

4. What things will you do even if you look stupid doing them?

When you are learning a new skill you will need to start from scratch. If it is something that you really want to do then you will practice this skill in front of others no matter how embarrassing it is for you. You are certainly going to make mistakes the first few attempts that you make so you will have to take all of the embarrassment this brings.

So what things will you do even if you look stupid doing them in the beginning? Maybe you can’t dance and this is something that you have always wanted to do. You see good dancers on TV and are in awe of their talents. If this is a passion for you then you will be prepared to learn whatever it takes and shrug off any feelings of embarrassment.

A lot of people miss out on their life’s passions because they do not want to suffer any embarrassment. They are truly missing out on the things that they feel are meaningful to them. Have you done this? If so write down the things that you have not done in your life yet due to avoiding embarrassment and be sure to do them afterwards.

5. What do people ask you to do when they want your help?

Are you someone that other people come to for help and advice? If so, what do people ask you to do to help them out? When you have helped them how do they show their appreciation to you?

It is often difficult for individuals to see their real strengths. Other people that ask for your help see you as a natural talent in this area even if you don't recognize this. So think about the reasons that people request your assistance and see if there are any commonalities.

Here is an example. Maybe people will tell you that you are a great listener and really good at solving problems between people. If two people have some kind of conflict then they are both likely to come to you for help. Think carefully about this because you should definitely include strengths like this in your WHY statement.

6. What would you do if you only had a year left?

Nobody likes to think that they only have a short amount of time left. But the thought of your impending death will help you to focus on the things that are really important to you. This is a very effective way to provide you with a real perspective on your life. Ask yourself how you would like to be remembered.

Don't avoid doing this. Thinking that you only have a year left will make you think clearly about what you truly value and what your life priorities are. This will certainly help you to develop your personal WHY and give you a sense of direction.

7. What things would you go the "Extra Mile" for?

These are things that you are prepared to pursue relentlessly no matter what obstacles you confront. You are willing to do literally anything to achieve these things and learn from all of the mistakes that you make.

The regular action that you will take towards these things will intensify your passion. You can definitely develop passion for different things but you will never develop this passion if you don't take any action. Write down these things that you want in your life no matter what as they are something that you will want to include in your WHY statement.

8. What would you teach people if you had the chance?

This is a great question to ask yourself because it will give you an insight into how you can really make a difference in the world. If you can teach young people then you will be able to pass on your knowhow to future generations.

Another advantage of this question is that it forces you to think about the competences you have that you could teach others about. Another good question to ask yourself is "where is there a gap in the knowledge that people have?" or even "how can I improve other people's lives?"

9. Are there any things that you currently do at work that you would willingly do for free?

What do you really think about your job or your business? Are you really passionate about it? When you are passionate about what you do to make money you will enjoy it a lot more. You will not feel apprehensive on Sunday nights about Monday approaching.

Think about the things that really come easy to you when you are working. What kind of things that you would willingly do for nothing? OK it is not going to be everything but when you can align these things with your WHY statement you are on the right track.

10. What things do people thank you for?

If you provide your assistance to others in your work life and personal life what are the things that people thank you for a lot? Maybe you are good at advising people on the decisions that they should make at work or in their own lives?

Do you take the time out to help your friends and family? If so what kinds of things do you do for them? Remember that you are unique and that the help and advice you provide is unique as well. This is really good for your WHY statement.

11. If you were financially independent and could do anything that you want then what would you do?

Not only should you think that you are financially free but you also need to believe that you can do anything. Asking yourself this question is a very effective way to uncover your real passions in life.

Most people are motivated by money and choose to do things in their life which provide them with the highest reward for the skills that they possess. If money is not a factor then the other precious resource that you need to consider is time. So how would you spend your time if you didn't have to worry about money?

12. What was your happiest childhood memory?

Think back to your childhood again and identify your fondest memory. It is likely that it was something that you gave up as you got older due to other pressures. Maybe you really loved acting in the school play and receiving the applause from the audience?

If you really liked something like acting your parents and your teachers probably talked you out of it. They would have seen it as too much of a risk for you and steered you in another direction "for your own good". You can add this passion to your WHY statement.

Use all of these questions to figure out what your WHY really is. They are all thought provoking so please take this seriously. There is nothing more important than finding your WHY and your true purpose in life.

To get the most out of this exercise you really need to look deeply within yourself to discover your true passions. Once you have done that you will want to add them to your WHY statement and do all that you can to achieve them regardless of the opinions of others.

In the next chapter we will look at how you can write effective WHY statements...

How To Write Your WHY Statement



CHAPTER 5

Now that you have asked yourself all of the important questions from the last chapter to identify your WHY it is time to put pen to paper and write your WHY statement. There are no hard and fast rules on how to do this so at the end of the day you can write it just how you want to.

In this chapter we will give you some pointers and examples of good WHY statements. We recommend that you follow these as they will help you to write a great WHY statement but the most important thing is that you do what works for you.

The Ideal WHY Statement

Ideally your WHY statement should be the most effective way that you can express your true purpose in life. Not only does it need to be clear and precise to you but to others that you want to share it with as well. In this chapter we will again be focusing on your personal WHY statement. Later we will discuss creating WHY statements for businesses.

Here are the four ideals for a WHY statement that we recommend that you follow:

1. Your WHY statement is clear and simple
2. Your WHY statement is actionable
3. Your WHY Statement is focused on the contribution that you will make to others
4. Your WHY statement is expressed in a positive way that totally resonates with you

How long should your WHY statement be? The shorter the better but it needs to encapsulate the four ideals above so it will be as long as it needs to be. Some people can write their WHY statement in one sentence – yours may be more than this. It doesn't really matter.

Keep your WHY Statement Evergreen

It is always a good idea to write an “evergreen” WHY statement. This means that you will not have to change it after you have written it (unless you want to of course). Your WHY statement needs to apply to everything that you do in life – both in your business or working life and your personal life. There should be no need to write separate statements.

Think of your WHY statement as expressing the value that you provide in your working life as well as your personal life. You may read elsewhere that people should have a personal and professional WHY statement. This is not something that we recommend you do. You are the same person wherever you happen to be and whatever you are doing so one is enough.

Don’t think about your WHY statement in the same way as you would the products or services of a company. It is a single statement which encompasses everything that you do. This includes all of the decisions that you make, the activities that you participate in, the tasks you perform and the line of business that you are in.

A Good Format for WHY Statements

He well known author, Simon Sinek, recommends that you use the following format for your WHY statement and we agree that this is a good idea:

To So That

OK time to fill in the blanks. Your contribution is the first blank you need to fill in. This is the contribution that you will make to other people. The impact of your contribution is what you need to write to fill in the second blank. This will be totally unique to you.

WHY Statement Examples

To help you fill in those crucial blanks here are a couple of examples for you:

“To educate and empower people across the world so that they can make their lives better and achieve their desires”

“To inspire others to do things in their lives that inspire them so that we can change the world together”

So in the first WHY statement example the contribution of the person is education and empowerment. How can they do this? Well they could provide training courses, write one or more books, create educational videos, travel the world giving presentations and so on.

The impact of this WHY statement is to provide others with the knowledge that they need to set their goals and achieve them. Others will be empowered by the person’s teachings and apply this to set and achieve their goals.

In the second WHY statement example the contribution of this person is inspiration. There are a number of ways that the person can inspire others such as writing books, creating podcasts and videos, holding inspirational seminars and so on.

The second person wants to change the world through the power of the people that they inspire. You may think that this is a tall order, but there are always leaders and followers in life so if the leaders are inspired by this person then change is certainly possible.

Time to Write your WHY Statement

Now that we have explained the ideal format and given you a couple of examples it is time for you to start to write your WHY statement. One thing that you need to understand is that it is probably going to take you quite a while to get your WHY statement just how you want it. If you keep making changes then take a break and come back to it later on.

A word about writing individual WHY statements for your goals – we mentioned in an earlier chapter that you need to create your overall personal WHY statement first and then set your goals from this.

Once you have set your goals you then have the option to write individual WHY statements for each one. Please note that this is entirely optional and it is up to you whether you do this or not. If you believe that it will help you to achieve individual goals then go right ahead.

You don't have to follow the succinct format that we have recommended in this chapter for your individual goal WHY statements. Just write them in a way that will inspire you and provide you with the motivation to achieve your goal.

It is important that these individual WHY statements do tie in with your overall WHY statement though. If you have used your overall WHY statement to determine your goals (which you certainly should have done), then this is not likely to be an issue for you. Check them over just in case.

In the next chapter we will look at how to create WHY statements for a business...

Creating A WHY Statement For A Business

CHAPTER 6

Although you will see WHY statements for businesses called other names such as “Mission Statements” or “Vision Statements” (these are a bit different) they are essentially the same thing. They define the purpose of the business and why it exists.

A mission statement for a business is not going to follow the same format as your personal WHY statement but it is still very important. It needs to be written in such a way that everyone who works within the business and interacts with it as a customer, supplier or other stakeholder are all clear about what the overall purpose is.

A good mission statement will succinctly describe:

1. What the business does for its customers
2. What the business does for its employees
3. What the business does for its owners / shareholders

You can add a fourth dimension here which is “what does the company do for its community?”

Why should you create a Mission Statement?

Just like a personal WHY statement a company mission statement will provide the clarity that you need to do the following:

- Create goals for the business
- Create the culture of the company
- Create the ethics of the company
- Define the norms for making decisions

If you read a number of company mission statements you will probably come to the conclusion that they shouldn't have bothered writing one. Even the top companies can be guilty of this. There are

mission statements out there that are just meaningless and you can see that they were written just to tick a box on someone's list.

Vague mission statements are a complete waste of time. If the employees and the customers cannot understand your mission statement then it is not going to motivate them is it? We want you to have a meaningful mission statement for your company which everyone can buy into so please follow the steps below to do this.

Here are the five steps that we recommend that you take to write the best mission statement:

1. What is the Story of your Business?

Although you are not going to actually tell a story in your mission statement (this would make it far too long) you need something that defines your business. Put yourself in the shoes of a prospective customer finding out about your business all the way through to deciding to purchase something that you offer.

- Why do the customers want what you are selling?
- How do customers find you?
- What is in it for them?

To write a great mission statement you need to clearly define the “why to buy” and also define your target customer (or your buyer persona). You need to think about why your business is unique from your competitors (or better than them).

You are not going to include all of these things in your mission statement but you need to be think them through and have all of the answers in your head when you are writing your mission statement. A good way to get started is to write a list of what your company does and the things that it doesn't do.

2. What does your Business do for your Customers?

A good place to begin your mission statement is with the good that you do. So with your market defining story that you worked on in step 1, assess what makes your business special for your target customers.

With this step it would be easy to undervalue what your business does so be careful not to do this. It is not just companies that provide climate change solutions and cures for diseases that can do good. Providing products or services that people need is a good thing. Being a company that people can trust is also good.

This is a very important part of your mission statement so you need to write this down. If the products and services that you offer are good for the environment then be sure to include that as well. Of course this needs to be true and something that you can prove. Don't add the word “green” into your mission statement if you can't prove it.

Apple's mission statement from 2017 clearly defines the good that the company does for its customers and it is not vague in any way:

“Apple designs Macs, the best personal computers in the world, along with the OSX, iLife, iWork and professional software. Apple leads the digital music revolution with its iPods and iTunes online store. Apple has reinvented the mobile phone with its revolutionary iPhone and App store, and is defining the future of mobile media and computing devices with iPad”.

Obviously the mission statement for your business does not need to be as long as Apple’s. But you get the idea here?

3. What does your Business do for your Employees?

Smart business owners and managers know that their business needs to be good for their employees as well as their customers or it will not last very long. It is much better to retain employees for a long time than to have a high employee turnover as this will drastically affect your bottom line.

So we recommend that part of your mission statement defines how your company motivates and rewards its employees. Make this very clear and live by it. Think about the following company qualities:

- Training
- Fairness
- Empowerment
- Diversity
- Tools
- Respect for ideas

These are not just buzz words they actually matter to employees and potential employees of a business. The problem is that every other business recognizes that these things are important and will add them to their mission statements. You do not want to be the same as them but you need to accept that you will need to include certain things.

You need to tell your employees in your mission statement that you are committed to paying a fair rate of compensation, you will provide good training, you will provide a healthy work environment, room to grow and so on even if this sounds similar to the mission statements of other companies.

One of the best reasons to do this is because it provides a powerful reminder to everyone from the owners, to the managers and the employees. Do you have a special relationship with your employees? Do you have families that work for your business or do you encourage remote working? Get this into your mission statement.

Here is what American Express included about their employees in their mission statement:

“We have a mission to be the world’s most respected service brand. To do this, we have established a culture that supports our team members, so they can provide exceptional service to our customers”.

4. What does your Business do for the Owners?

The term “owners” here also refers to shares of stock. Some businesses are private and have a single or a couple of owners. Others are public and have many shareholders. If mission statements include a

section about this (and a lot don't) they tend to use the same phrases such as "return on investment" and "share value".

If you are the owner of the business think about what is really important to you. Talk to the owners if you are writing the mission statement for them. A lot of business owners may be more interested in growth and cash flow than profits, especially in the early days.

Owners could also be interested in building a business where they enjoy working and that has people that they want to work with. It is rare to find these kinds of things in mission statements but that doesn't matter. If it is important for the owners then add this into the mission statement.

5. Discuss your Mission Statement and Refine it

You should now have a fairly wordy mission statement that you will need to discuss with others and edit it (maybe a number of times) until you get it right. One thing that you should think about is having a mission statement that is for the customers and public consumption, and an internal mission statement for employees and owners.

Make your mission statement(s) as concise as possible. Use bullet points as a way to break things up. The bottom line is that your mission statement needs to work for your business. Otherwise there is no point in writing one in the first place.

In the next chapter we will discuss how you can use your WHY statement to the best effect...

How To Use Your WHY Statement

CHAPTER 7

Now that you have your personal WHY statement you need to start using it in the most effective way to get the most out of it. In this chapter we will also cover how to use a mission statement if you have written one for a business.

It probably took you a while to write a WHY statement that you were completely happy with. Now it is time to put your WHY statement to work and harness its power. There are a number of ways that a powerful WHY statement can help you so let's take a look at these now.

Use your WHY Statement for Motivation

No matter what path you decide to take in life there will be times when you do not feel like doing something that you know you should do. Your head is not in the game for some reason and you are finding it tough to focus and get things done.

With a strong and compelling WHY statement you can quickly motivate yourself and get back on track. We recommend that you read your WHY statement out loud every morning after you wake up. This will energize you and put you in the best possible state to meet the challenges of the day.

Keep a copy of your WHY statement with you wherever you go. If you are feeling down for any reason at any time of the day you can read your WHY statement and motivate yourself to push forward.

Sometimes being inspired to do something and having good will power is just not enough for you to see it through to the end. So use your WHY statement to give you that motivational boost that will get you over the line.

Share your WHY Statement with Others

If you are truly committed to your personal WHY statement you should have no problem sharing this with other people. Share it with your employer, your family members, your close friends and anyone that is important to you.

Explain to them that you have found your true purpose in life and this is the way that you will live your life from now on. By doing this you add extra accountability to conforming to your WHY statement. If you need to explain it in more detail to some people then be sure to do that. It is important that everyone fully understands.

So should you share your WHY statement with absolutely everyone that you know? Well that is your decision. If you know that you will receive a negative reaction from some people then you may choose not to share with them. You have to assess whether the people you choose to share your WHY statement with will provide extra accountability and motivation for you.

In all honesty you should be totally proud of your WHY statement and the person that you want to become. It doesn't matter if some people think that you are crazy or that you won't live up to it. There will always be negative people in the world so you need to accept this and deal with it.

So our advice is be very proud of your WHY statement and tell everyone about it!

Use your WHY Statement to set your Goals

If you have set goals in the past that you were not really committed too and either failed to achieve them or just gave up on them altogether then you will find that your WHY statement will help you to set the right goals moving forward.

This is because you now have total clarity about where your life is going. Without this clarity it is always going to be a challenge to set goals that you are truly committed to and inspired about.

But now that you have this clarity through your WHY statement you can use it to set the goals that will truly align with it. You know what you want to do and the impact that you want to make so start working on how you are going to achieve this. The best way to do it is with goals and detailed plans.

It may take you a while to determine your goals and plans but stick with it. Refer to your WHY statement continuously throughout the process. As we said before you can write individual goal WHY statements if you find that this helps you. Just ensure that these WHY statements align perfectly with your overall WHY statement.

Enjoy the process of setting your goals. Having discovered your WHY you should be chomping at the bit to get them down on paper. Take your time and make sure that all of your goals align with your WHY statement. It will be totally worth it for you in the end. Look at the bigger picture and the outcome to inspire you.

Use your WHY Statement in your Decision Making

With the clarity of your WHY statement you should find that it is much easier to make decisions going forward. It will take you a little time to adjust to making decisions that support your true purpose in life but after a short time this will be an automatic thing for you.

It should be pretty easy for you not to make the wrong decisions in your life. The power of your WHY statement will be there to remind you that you are on a specific path and you do not want to decide on anything that will make you deviate from this path.

So for example if the impact of your WHY statement relates to helping people achieve their goals then don't do anything that is counter to this. If a person requires your help to set their goals then be willing to help them with this rather than doing something else just for yourself.

Live by your WHY Statement

This is very important and closely related to the decisions that you make. As an extreme example you cannot help others if you are drunk in bars every evening. You need to make the right life choices that will enable you to live by your WHY statement.

If your WHY statement is a far cry from the life that you lead at the moment then it is going to take some time to adjust. That's fine – you need to be persistent here to get the best results. Stop being obsessed with money and focus on providing value to others. The money will come if you are truly committed to your WHY statement.

We are not suggesting that it will be easy for you to live by your WHY statement especially if your current lifestyle is in conflict with it. Making a transition to a better life is never easy which is why so many people prefer to drift along in their lives. It is the path of least resistance for them.

But you are better than that. You have taken the time to read this guide and you have written your WHY statement. Now you need to turn this into your reality using all of the energy that you can muster.

Harnessing the Power of Mission Statements for Businesses

The same things apply to a mission statement as they do a personal WHY statement. There are more people involved in a company and you want everyone to buy into your mission statement such as your customers, your employees, your suppliers and the company owners.

We suggested the idea that you create an external and internal mission statement for your business. The external mission statement you need to communicate with your customers and suppliers. Be sure to add this to your company website.

The internal mission statement is for your employees and the owners of the business. Prove to your employees that you truly care about them and recognize them as the company's greatest asset. Post copies of your internal mission statement in all workplace areas to motivate your people.

Provide a presentation of your mission statement to all of your employees. Explain to them what it really means and answer any questions that they have. Your aim is to ensure that everyone understands what the company is about and where it is heading.

Communicate your internal mission statement to the owners of the company. If you have a lot of shareholders then send them a letter including the mission statement and explain what it means and how it will impact them.

In the next chapter we will discuss how you can keep your WHY statement going...

How To Keep Your WHY Statement Going

CHAPTER 8

A lot of people create WHY statements and use them for a while and then forget about them. The same can be said of companies that create mission statements. They create one for a business plan and then it never sees the light of day afterwards.

It is not easy to create a WHY statement that truly identifies your life's purpose and your future mission. There is no point in going through all of this pain if you are not going to use it regularly. It is the same with a company mission statement. So here are some ways that you can keep your WHY statement uppermost in your mind.

Make copies of it and Post it up Everywhere

A WHY statement is usually pretty brief so you can print off a number of copies and place these in locations that you know you will see them every day. If you have an office then make sure that your WHY statement is visible to you at all times. In your home you can post it near to your computer, in the kitchen and other places you will be at each day.

Keep a copy of your WHY statement by your bed. If you keep a journal then you can write your WHY statement in it. As a minimum you need to read your WHY statement out loud every morning to set you up for the day. You can read it before you retire at night as well so that you will dream about it!

Use technology to remind you of your WHY statement. Create a screen saver of it and add this to your laptop or desktop so you will see it when you turn on your machine. Add it as a screensaver to your mobile devices too.

What if your WHY Statement is not Motivating you enough?

The answer to this is simple – you need to change it to make it stronger. If you find that reading your WHY statement is not resonating with you as much as it should then you need to make some changes to it. This is preferable to giving up on your WHY statement because it doesn't inspire you.

Go through the process of identifying your WHY that we provided in the previous chapter. Make sure that after you rewrite your WHY statement that it really gives you a buzz and the energy that you need to live your life as you want to.

The most important thing is not to give up. WHY statements do work and they can always be edited if they are not quite right. If you are procrastinating about changing your WHY statement to make it stronger then think about how much better your life is going to be in the future to motivate you to go through the process.

What if I change my mind?

We discussed earlier the importance of making your WHY statement “evergreen” so that you will not have to change it often. But we are also realistic enough to realize that sometimes you will change your mind and something else could be dominating your thoughts as your true purpose in life.

If this happens to you then don't panic. Take some time out and reflect on everything so that you can make the necessary adjustments to your WHY statement. Always remember that this is your WHY statement and if you need to change it then this is fine. It doesn't matter what other people think – it needs to be right for you.

Add Accountability

Find a WHY statement buddy that will hold you accountable. This needs to be a person who will really tell you “how it is”. If they see you failing to live up to your WHY statement then they will let you know in no uncertain terms.

Family members or close friends are not always the best for this. Although we encourage you to tell everyone about your WHY statement if you make a wrong turn then you may find that these people just accept that you have failed. They may even sympathize with you and say things like “at least you tried!”

This will not help you at all. You need someone who is really going to hold you accountable and point out the error of your ways. Their mission is to keep you on track and truly live by your WHY statement. Do whatever you have to do to find this kind of WHY statement buddy.

In the final chapter we will discuss the 8 WHY statement best practices that you need to follow...

WHY Statement Best Practices

CHAPTER 9

Here are the 8 best practices that we strongly recommend you follow to develop your strong WHY statement that will identify your purpose in life and drive you forward. It is not easy to create the ideal WHY statement but the rewards are definitely worth it so embrace these best practices to make it happen.

1. The Importance of your WHY

It is essential that you understand the importance of finding your WHY. It will help you to identify your purpose in life and drive you forward to lead the life that you want. It will provide you with the motivation to carry on regardless of the obstacles that will confront you in your life.

2. You need to become Unstuck

A lot of people know that the path to real fulfillment in life is to know what their true purpose is. They do not want to be someone who just drifts along in life but they are unable to clearly identify their WHY. They are stuck and they need to use the right techniques to truly identify their WHY to move forward.

3. The 6 Major Benefits of WHY Statements

There are six major benefits to finding your WHY and developing your personal WHY statement:

1. It defines who you truly are and what you want
2. WHY statements provide focus
3. Decision making becomes easier
4. You become more accountable
5. You will probably be healthier and live longer

6. You will be more resilient

4. Ask the Right Questions to Find your WHY

Ask yourself the 12 questions outlined in Chapter 4 of this guide and really take a good introspective look. It is important that you answer all of these questions honestly and we recommend that you write down your answers as it will help you to create your personal WHY statement.

5. Write an Effective WHY Statement

Your WHY statement needs to be clear and simple, actionable, focused on the contribution you will make and expressed in a positive way that completely resonates with you. We recommend that you use the To So That format where the first blank is your contribution and the second is the impact you will make.

6. Create a Compelling Mission Statement for your Business

Writing a compelling mission statement for your business is very important. It is like a personal WHY statement in a number of ways. Think about the good that you do for your customers, employees and owners. You may find it easier to create a public mission statement and an internal one to break them down into succinct statements.

7. Use your WHY Statement to best effect

Once you have written your WHY statement you need to use it to best effect. Use it to motivate you every day. Read your WHY statement out loud every morning when you wake up. Share your WHY statement with others for more accountability. Use your WHY statement to set your goals and for easier decision making. Live by your WHY statement.

8. Keep your WHY Statement going

Do everything that you can to keep your WHY statement uppermost in your mind. Make copies of it and post it where you will see it every day. Change your WHY statement if it is not providing you with sufficient motivation. If you change your mind about your life, create a new WHY statement. Find a WHY statement buddy who will make you accountable.

CONCLUSION



We have worked hard to provide you with everything that you need to find your WHY and live your life with true purpose. Please don't just read this guide and then do nothing. Take the time out to discover your WHY and then create a powerful WHY statement that you can live by every day.

It is a horrible situation to be in when you are stuck in your life. You may enjoy some of the things that you do but you are not truly fulfilled. True fulfillment will only come when you know what your true purpose in life is so use the questions and other methods in this guide to transform your life for the better.

The next move is yours. We have provided you with all of the compelling reasons why you need to find your true calling in life and given you all of the tools to find your WHY and live by it. Nothing is going to change in your life if you do not take action so make a commitment to discover your WHY today.

We wish you every success on your journey to total fulfillment!