



The Head-Turners: Your Values and Purpose

How to Find your Why

more money for shoes

How to Find your Why

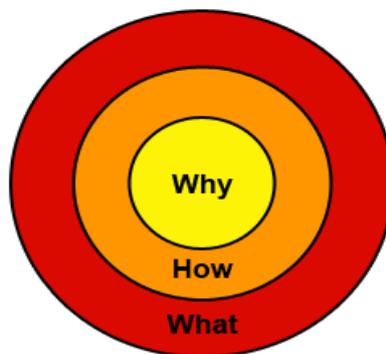
“People don’t buy what you do; people buy why you do it.” Simon Sinek.

Many times a business owner will focus on *How we do things* and *What we do* but almost always it is *Why we do what we do* that drives passion in a business.

Often the Why of business is related to personal experience, beliefs and fulfilling personal purpose. If you don’t know your Why or are having trouble defining it, here are a few questions to help you begin to uncover it.

- What does success mean to me?
- Why am I in business? Why did I start the business? Why do customers really use our services rather than the competing business down the road?
- What is my passion?
- How can I incorporate my passion into my business?
- If I had the opportunity to make a difference what would it be?
- Is my passion and values represented in my business?
- Why do I get out of bed in the morning & why should anyone care?

Once you’ve thought about these questions you can start to define your Why and then the key to an inspired business is to make this purpose central to your business.



Most business owners start with What they do and move to How they do it. Inspired business leaders (such as Steve Jobs from Apple) instead start at Why they do what they do and then move to How and What. Every business owner knows what they sell and most know how they create the product or provide a service but it is those that are able to define the why that have a real competitive advantage. Simon Sinek explains this concept best in his Ted Talk which I highly recommend that you take 18 minutes to watch at:

[:http://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action.html](http://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action.html)

The goal, once you articulate your why, is to surround yourself (your team and customers) with people who believe what you believe. Or believe in your why too. After all, a business should be a group of people who are all pulling in the same direction. And it is much easier to pull towards a purpose rather than simply to help make the business owner more profits. I encourage you to find your Why and then to build your business, your products/services and your team around it.