

Practical Application

Questions to Uncover your Compelling Why

- Who or what is important to you?
- What are the three words you want people to use when they describe you?
- What kind of legacy do you want to leave behind?
- How do you want to be remembered?

Words and phrases that describe my best self:

Examples of Compelling Whys

I bring light to someone's day every day. - Jen Arnold

To influence confidence and stellar performance by illuminating inspiring opportunities so that people realize unimagined personal and professional fulfillment. - Michael Miller, Sr. Manager, Learning & Development

To serve as a leader, live a balanced life and apply ethical principles to make a significant difference. - Denise Morrison, CEO Campbell Soup Company

To have fun in my journey through life and learn from my mistakes. - Sir Richard Branson, Founder of the Virgin Group

To be a teacher. And to be known for inspiring my students to be more than they thought they could be. - Oprah

